DOCUMENT RESUME

ED 315 101 IR 053 090

TITLE Serving Business in an Information Economy.
INSTITUTION New York State Library, Albany.
PUB DATE 88
NOTE 80p.
PUB TYPE Collected Works - Serials (022) -- Viewpoints (120) -- Reports - Descriptive (141)
JOURNAL CIT The Bookmark; v47 n1 Fall 1988

EDRS PRICE MF01/PC04 Plus Postage.
DESCRIPTORS Academic Libraries; Access to Information; Business; Higher Education; Industry; Information Needs; Library Role; *Linking Agents; *Outreach Programs; *Public Libraries; *Reference Services; Shared Resources and Services; *Small Businesses; *Special Libraries; State Programs
IDENTIFIERS New York

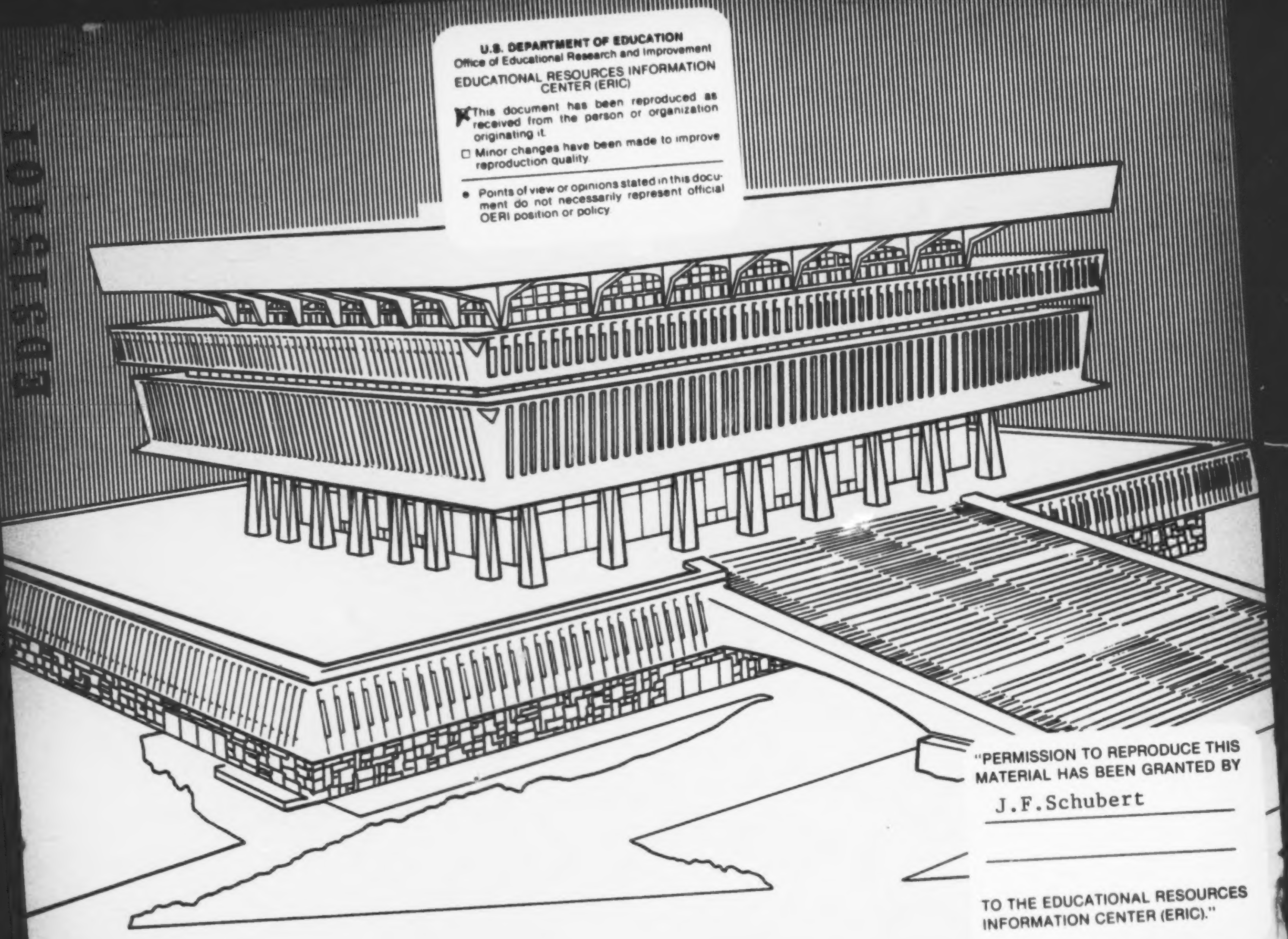
ABSTRACT

The 23 articles in this theme issue focus on various aspects of library services to business in an information economy: "Serving Business in an Information Economy" (C. Bain); "New York's Resurging Economy and State Economic Development Information" (R. G. Paolino); "Department of Economic Development Library: Services to Business" (B. S. Beverley); "Statewide Access to Economic and Demographic Information" (R. Scardamalia); "There and Nowhere Else" (J. V. Ganly); "Serving Business in a Changing Business Climate" (J. M. Canning); "The Engineering Societies Library: One of a Kind" (A. M. Mott); "The New York State Library Serves the Business Community" (E. Sheerer and A. Raney); "Rensselaer Libraries' Services to Special Users: The Alumni, Local Business Community and Rensselaer Technology Park" (C. O'Connell Holmes); "Can Small College Libraries Serve the Business Community? Should They?" (J. Barrie); "White Hot Dogs and Service to Business" (R. J. Scheffel and C. Johnson); "The Lifelong Learning Center: Building Employment Skills" (M. Dorgan-Moffat); "We're Good for Business" (E. Grodin); "Helping People Enter the Business Community" (P. Ochs); "Let's Take the Retrain" (A. Nothem); "Following in Ben Franklin's Footsteps: Public Library Business Services in Rural Areas" (P. Malecki); "The Emerging Role of the Corporate Library: Restructuring Information Service To Fit the Times" (J. Borbely); "Library Link to Industry on Long Island" (N. J. Kruse); "The School Library Links with Business" (L. Henry); "Let Your Fingers Do the Searching: How Online Databases Serve Business Information Needs" (M. L. Gauch); "The National Translations Center: Government Meets Business at the Library of Congress" (W. Tabb); "A Core Collection for a Business Library" (J. J. Groark); and "Meeting Business Information Needs in 1999" (D. B. Walsh). (SD)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

ED315101

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)
☒ This document has been reproduced as received from the person or organization originating it.
☐ Minor changes have been made to improve reproduction quality.
• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy



"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY
J.F.Schubert
TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

The Bookmark

THE UNIVERSITY OF THE STATE OF NEW YORK / THE STATE EDUCATION DEPARTMENT / THE NEW YORK STATE LIBRARY

Serving Business in an Information Economy

Fall 1988

NEW YORK
THE STATE OF LEARNING

IR053090

THE UNIVERSITY OF THE STATE OF NEW YORK

Regents of The University

Martin C. Barell, *Chancellor,* B.A., I.A., LL.B.	Muttontown
R. Carlos Carballada, *Vice Chancellor,* B.S.	Rochester
Willard A. Genrich, LL.B.	Buffalo
Emlyn I. Griffith, A.B., J.D	Rome
Jorge L. Batista, B.A., J.D.	Bronx
Laura Bradley Chodos, B.A., M.A.	Vischer Ferry
Louise P. Matteoni, B.A., M.A., Ph.D.	Bayside
J. Edward Meyer, B.A., LL.B.	Chappaqua
Floyd S. Linton, A.B., M.A., M.P.A.	Miller Place
Mimi Levin Lieber, B.A., M.A.	Manhattan
Shirley C. Brown, B.A., M.A., Ph.D.	Albany
Norma Gluck, B.A., M.S.W.	Manhattan
James W. McCabe, Sr., A.B., M.A.	Johnson City
Adelaide L. Sanford, B.A., M.A., P.D.	Hollis
Walter Cooper, B.A., Ph.D.	Rochester
Gerald J. Lustig, B.A., M.D.	Staten Island

President of The University and Commissioner of Education
Thomas Sobol

Executive Deputy Commissioner of Education
Thomas E. Sheldon

Deputy Commissioner for Cultural Education
Carole F. Huxley

Assistant Commissioner for Libraries and State Librarian
Joseph F. Shubert

Director of the State Library
Jerome Yavarkovsky

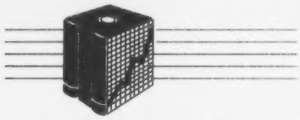
Director, Division of Library Development
Roberta G. Cade

The State Education Department does not discriminate on the basis of age, color, religion, creed, disability, marital status, veteran status, national origin, race, or sex in the educational programs and activities which it operates. Inquiries concerning this policy of equal opportunity and affirmative action should be referred to the Department's Affirmative Action Officer, Education Building, Albany, NY 12234. Phone (518) 474-1265.

NEW YORK
STATE
LIBRARY
The Bookmark

VOLUME 47—NUMBER I FALL 1988

SERVING BUSINESS IN AN INFORMATION ECONOMY



CONTENTS

PAGE
Serving Business in an Information Economy By Christine Bain 2
New York's Resurging Economy and State Economic Development Information By Raymond G. Paolino 4
Department of Economic Development Library: Services to Business By Barbara S. Beverley 9
Statewide Access to Economic and Demographic Information By Robert Scardamalia 11
There and Nowhere Else By John V. Ganly 15
Serving Business in a Changing Business Climate By Joan M. Canning 17
The Engineering Societies Library: One of a Kind By Anne M. Mott 20
The New York State Library Serves the Business Community By Elaine Sheerer and Allan Raney 22
Rensselaer Libraries' Services to Special Users: The Alumni, Local Business Community and Rensselaer Technology Park By Collette O'Connell Holmes 30
Can Small College Libraries Serve the Business Community? Should They? By John Barrie 33
White Hot Dogs and Service to Business By Robert J. Scheffel and Carolyn Johnson 36
The Lifelong Learning Center: Building Employment Skills By Maureen Dorgan-Moffat 39
We're Good for Business By Erica Grodin 43
Helping People Enter the Business Community By Phyllis Ochs 45
Let's Take the Retrain By Ardythe Nothem 47
Following in Ben Franklin's Footsteps: Public Library Business Services in Rural Areas By Paul Malecki 51
The Emerging Role of the Corporate Library: Restructuring Information Service to Fit the Times By Jack Borbely 56
Library Link to Industry on Long Island By Nancy J. Kruse 60
The School Library Links with Business By Lorelle Henry 62
Let Your Fingers Do the Searching: How Online Databases Serve Business Information Needs By M. Lois Gauch 63
The National Translations Center: Government Meets Business at the Library of Congress By Winston Tabb 66
A Core Collection for a Business Library By James J. Groark 70
Meeting Business Information Needs in 1999 By Daniel B. Walsh 75

Joseph F. Shubert and E. J. Josey, *Editors*; Alice Britenbaker, *Editorial Assistant*.

Issued quarterly by the State Education Department, New York State Library, Albany. Sent on exchange to libraries. Individual subscriptions within the United States, Canada and Mexico are $15.00 a year; $4.00 a copy. Annual subscriptions outside of the United States, Canada and Mexico are $20.00; $8.00 a copy. Subscriptions are available from Documents/Gift and Exchange, New York State Library, Albany, New York 12230. Make checks payable to *New York State Library*.

The Bookmark is indexed in *Library Literature*, *Public Affairs Information Service* and *CALL (Current Awareness - Library Literature)*.

FALL 1988 THE BOOKMARK **ISSN 0006-7407**

SERVING BUSINESS IN AN INFORMATION ECONOMY

The economic well-being of our country and State and the resultant quality of life of our populace directly depend upon the vitality of our business enterprises, large and small. Business and industry today must be highly competitive to survive, and in today's world they are more than ever dependent upon information for their success.

It was about 25 years ago that economist Fritz Machlup predicted the coming of what he called the information economy, and his prophecy certainly has come true. In the intervening years, information-based industries have grown and multiplied until they account for a much larger proportion of our business activity. As an example, in the 1960s the New York State Medical Library was one of several health sciences libraries linked by a small biomedical information network. When the network's base of operation was relocated and it became less responsive, several people joined forces to form a new network that grew to become an international information utility — Bibliographic Retrieval Services (BRS), providing libraries and individuals with access to the information in more than 140 databases. BRS is just one such vendor; the others offer many additional databases.

Advances in information technology are transforming our businesses and industries and our society. We are moving into an era of integrated information management systems designed to provide total control of information in the work place. Forward-looking businesses, and libraries as well, are investing in sophisticated turnkey information management systems or are creating their own. Government agencies are also automating their information flow. New York State government offices have been linked by a fiber optic telecommunications system in preparation for enhanced office management systems and a government information network.

We live in an era of computer-assisted design and manufacturing, of factories in which robots do much of the physical work and do it more efficiently than their human counterparts. In order to thrive, businesses must attain a high level of productivity, and this is difficult to achieve when the nature of work, and of the work force, is in a state of change. Today the laborer may work at the keyboard of a computer instead of on an assembly line. Much of the work force has had to acquire new skills, both basic ones required for employment and specialized ones necessary for optimum achievement. And workers need more than just these performance skills. They need to understand the overall operation of the enterprises in which they are employed, and to be given a voice in their management. They require management systems that allow them to gain personally from being an effective member of the work team. When these things are achieved, productivity is greatly enhanced and everyone benefits.

In order to adapt and change, and to remain competitive, businesses require reliable, readily available sources of information, and our nation's libraries are such sources. A national conference now being planned will consider the ways in which libraries can help businesses to be more productive. Late in summer 1988, President Reagan signed Public Law 100-382 authorizing the Second White House Conference on Library and Information Services (WHCLIS), to be held before September 30, 1991. Anticipating Congressional and Administration interest, the National Commission on Libraries and Information Science in December 1985 published a planning document called *Toward the 1989 White House Conference on Library and Information Services; Report to the National Commission on Libraries and Information Science from the White House Conference Preliminary Design Group*. It recommends three themes for the conference: library and information services for productivity; library and information services for literacy; and library and information services for democracy. Addressing the productivity theme, it suggests the Conference will need to consider how libraries can:

- provide business and industry (and small businesses in particular) [with] improved access to needed information;
- help American business acquire a larger share of the international market;
- inform industries, economists, business consultants and others about the resources and services available from libraries;
- expand services that assist in developing a more efficient work force;
- insure access to new information technology;
- promote economic vitality;

- make information accessible to all people through networks that link the resources of public, university, school and corporate libraries;
- help meet the information, continuing education, cultural, and social needs of senior citizens, ensuring continued productivity of our aging society; and
- cooperate with community groups, organizations, and other agencies in focusing upon meeting the needs of troubled youth.

As we prepare for the Second White House Conference, and also for a 1990 New York Governor's Conference on Library and Information Services, it is appropriate to devote an issue of *The Bookmark* to examining some of the linkages between today's businesses and libraries. The information in the articles that follow can serve as background for these conferences. The articles describe the diverse ways in which New York State government and the libraries of the State, public and private, are serving the business community as our State adjusts to its shift to an information and service-based economy. The articles indicate many ways in which libraries support business and industry, and in some cases, find direct support from it in return.

The activities described here may be multiplied many times when we consider the similar activities of some 5,000 libraries that are members of our State's library systems (and the additional smaller corporate and special libraries that exist to support businesses but have not yet grown to the point of becoming members).

Each article in this issue speaks for itself; collectively they suggest that in today's economy, information and people who are well-informed are the key resources that keep companies productive and ahead of the competition, and that libraries are, and will continue to be, primary sources of such information, assuring greater productivity and a stronger economy.

Christine Bain

Christine Bain
Issue Editor

Libraries in New York State have pioneered service to business over many years, and they have adapted and expanded services as our State has moved into an information economy. This issue of *The Bookmark* on "Serving Business in an Information Economy," edited by Christine A. Bain, Associate Librarian in Reference Services at the New York State Library, should be useful to all responsible for library services as they plan library services for the 1990s. Ms. Bain came to the New York State Library in 1979 to head the Library's Science, Health Sciences and Technology reference services. She came from Albany Medical College's Schaffer Library, where she headed the branch library at the Capital District Psychiatric Center. Earlier she was librarian of the Dudley Observatory in Albany and earlier worked as librarian at Union College, the Veterans Administration Hospital Library in Albany and the Sterling-Winthrop Institute in Rensselaer. We are indebted to Ms. Bain and her colleagues who have prepared articles for this issue of *The Bookmark*. Although this issue bears a Fall 1988 date, the final text was completed in June 1989.

Joseph F. Shubert

Joseph F. Shubert

NEW YORK'S RESURGING ECONOMY AND STATE ECONOMIC DEVELOPMENT INFORMATION

By Raymond G. Paolino, Director, Bureau of Business Research,
New York State Department of Economic Development, Albany

As the 1980s began, New York State was awakening from an economic nightmare. The once largest and most powerful state in the nation had gone through a decade that was marked by a net loss of over 600,000 residents, the near bankruptcy of its largest city and virtually no gain in jobs. Furthermore, the State ranked 50th in the nation in terms of personal income growth and ended the decade with the 6th highest rate of unemployment among the 50 states.

Positive trends were beginning to emerge, however. Employment was rebounding from its low point four years earlier, the income growth gap was shrinking, and a more positive business climate was developing, in part because the first steps had been taken to reduce the State's high personal income tax burden. Furthermore, the trend toward a global economy together with the deregulation of financial markets strengthened New York City's role as an international corporate and financial center, offsetting the loss of manufacturing and related jobs.

Since 1980, New York has added over one million new jobs, almost all in service-related industries. Income growth has exceeded the national average, and per capita income, which had fallen to 12th among the 50 states, is now 5th highest. In addition, the State's unemployment rate has been almost consistently below the national average, often by as much as a full percentage point.

The State's economy today is also dramatically different from that of 20 years ago — before the decline of the 1970s and the resurgence of the 1980s. For one thing, there has been a major structural shift away from activities involving the production of goods and toward activities involving the production of services and the distribution of goods. This is illustrated by the following table showing the percentage distribution of jobs by economic sector in the State in 1968 and 1988:

	1968	1988
Manufacturing and mining	27.0%	14.8%
Construction	3.8	4.2
Wholesale and retail trade	20.1	21.0
Transportation, communications, public utilities	7.0	5.0
Finance, insurance, real estate	7.9	9.7
Services	18.2	27.7
Government	16.1	17.5

The small business must depend upon outside resources to supply its particular information needs.

Coincident with the structural shifts in the economy has been what many call the information revolution, brought upon largely by advances in modern computer technology that make it possible to process larger volumes of data than has ever been practical in the past. This new capability has helped to fuel the growth of those components of the service sector, particularly business and financial services, that are heavily information oriented. For these industries, information is their raw material. For many businesses, information has become a critical variable in the competitive equation. For the small business, the advent of the personal computer has brought sophisticated information processing capability within its reach. However, aside from internally generated information, the small business must depend upon outside resources to supply its particular information needs.

The 1980s have been a period of both resurgent growth and dramatic structural change for New York State's economy. This growth and change impacts not only upon State economic development policy, but also upon economic development information needs and private sector demand for economic and demographic information. Mr. Paolino provides an overview of some key economic trends in New York State and how they have affected the increasing need for information by both the public and private sectors. He also describes information resources and services of the Department of Economic Development, particularly of the Bureau of Business Research and its regional offices.

A significant portion of the external information base used by the private sector is generated by Federal and State, and to a lesser extent, local government agencies. Some, such as that gathered by the U.S. Bureau of the Census, is compiled specifically to meet society's need for economic and demographic information. In other cases (e.g., state labor departments), data are generated as a byproduct of administrative or regulatory functions. Many, but not all, of these agencies take an active role in disseminating the data they generate, but only that data. Other government agencies serve as clearing houses or central sources for data from many different sources. The New York State Department of Economic Development falls into this latter category.

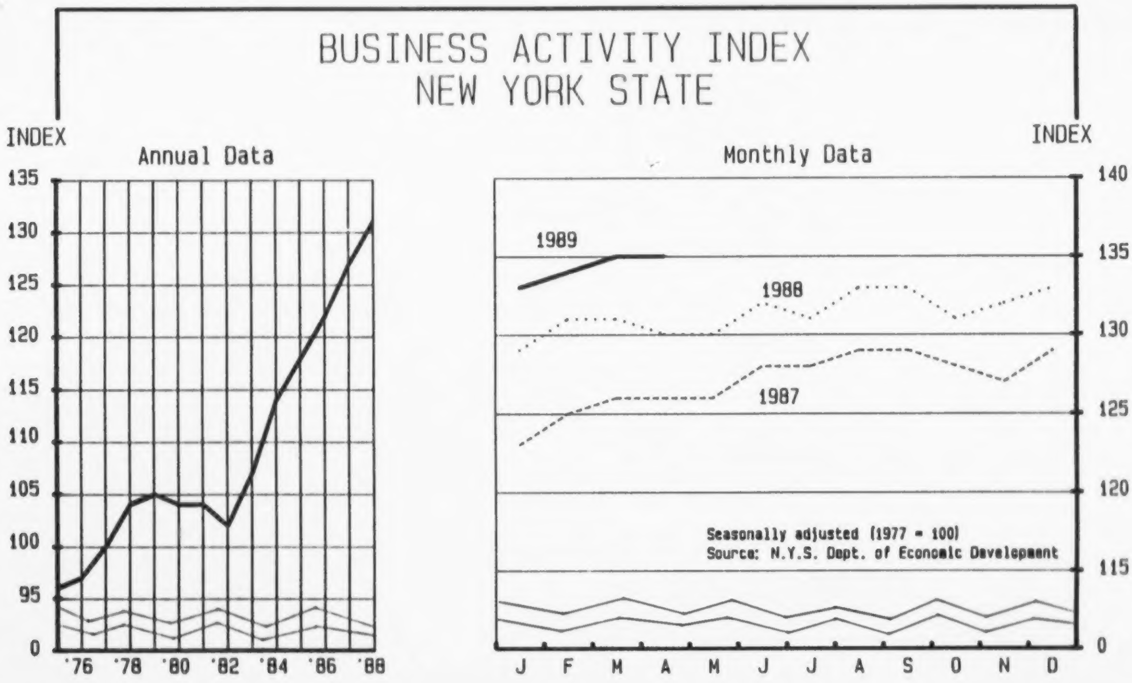
The Bureau maintains an extensive database covering all aspects of the State's economy.

BUREAU OF BUSINESS RESEARCH — THE RESEARCH AND INFORMATION ARM OF THE DEPARTMENT OF ECONOMIC DEVELOPMENT

The Bureau of Business Research has a dual role. First, it provides research and information support for programs of the Department of Economic Development. These include Regional Economic Development, Tourism Promotion and Development, Small Business Assistance, Minority and Women's Business Assistance and International Commerce. The Bureau's second responsibility is to compile, analyze and disseminate information on the economy of New York State and its areas. To a large extent, both functional responsibilities draw on the same database. The staff of the Bureau carries out this responsibility in a number of ways. The Bureau maintains an extensive database covering all aspects of the State's economy. It includes such economic indicators as employment and unemployment, personal income, construction contracts, retail sales, business establishments, price indexes, housing starts, travel and tourism statistics and a variety of other measures. Some indicators are available only at the State level while others are found in considerable geographic detail, most often down to the county level. Economic sector and industry details are available for some data series, such as business establishments, employment and payroll.

Most of the information in the Bureau's database is generated by other government agencies or by private organizations. The Bureau does, however, compile three unique data series or data files:

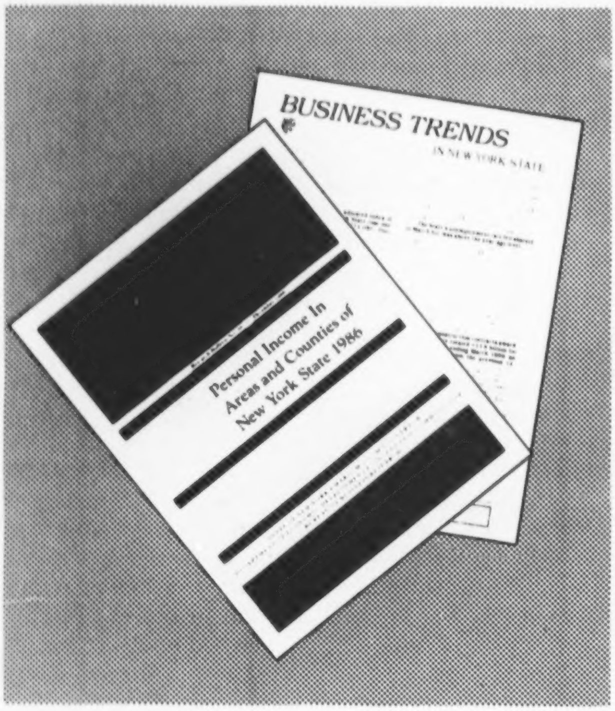
1. Each month the Bureau compiles the "Index of Business Activity in New York State." This index measures changes in the volume of goods and services produced by the private business sector in New York State. It is computed using a large number of measures of economic activity, repre-



senting each of the seven major sectors of the economy (manufacturing, construction, retail trade, wholesale trade, transportation-communications-public utilities, finance-insurance-real estate and services). It is adjusted for inflation and for normal seasonal patterns. The base year for the Index is currently 1977. In addition to the overall Index and an index for each of the seven components, indexes are compiled for each of 12 areas of the State (New York City, Westchester-Rockland-Putnam and 10 metropolitan statistical areas). The Index is published in the Department's monthly publication, *Business Trends in New York State.* (Historical data for all Indexes is available upon request.)

2. The Bureau conducts an ongoing study of industrial migration in New York State. By "industrial migration," we mean new manufacturing firms, expansions of existing firms, closings, relocations and physical contractions. Information collected on each development includes the name and address of the facility, the industrial classification (i.e., industry), the type of change, the locations involved in relocation, the gain or loss of employment and space and, in the case of a new plant or expansion, the dollar investment. Only activities involving at least a gain or loss of 25 jobs, a gain or loss of 10,000 square feet of space or $100,000 investment are included in the study. Capability exists to generate either custom-tailored listings of developments or statistical aggregates from this file.
3. The Department maintains a Master Business Records File that contains information on every manufacturing facility in New York State. Each of the over 30,000 records contains standard information such as name, address, SIC code, employment and floor space information found in most industrial directories. In addition, it contains unique information on the specific products manufactured at the facility. This enables us to refer potential customers to sources in New York of the specific products they are seeking and, hopefully, lead to sales for New York that might otherwise go to another state or overseas.

The Bureau disseminates information to the general public and to the data-using community in two ways. First, we issue reports and publications on a variety of subjects. Some of these publications are primarily statistical, while others include descriptive and analytical material. As noted above, our monthly publication, *Business Trends in New York State*, provides an overview of current economic trends in the State. This, together with *Quarterly Summary of Business Statistics, Annual Summary of Business Statistics, New York State Business Fact Book* and *Personal Income in Areas and Counties of New York State*, are regular publications for which we maintain mailing lists. Anyone wishing to be on one or more of these mailing lists may write or call the Bureau. There is no charge for any Bureau publication.



In addition to periodicals, the Bureau has prepared a number of special reports on specific topics. These include studies of industries in New York State, analyses covering specific topics related to business activity (e.g., minority and women-owned business, "Fortune 500" companies, etc.) and reference material on State and local taxes and tax incentives. Bureau publications and reports are listed at the end of this article.

The second way in which the Bureau disseminates economic and other information is by responding directly to requests from government agencies, businesses and nonprofit organizations, the media and the public at large. The staff of the Bureau handles 450-500 of these requests per month, on the average. The requests come directly, either in writing or by phone, or by referral, typically from other State agencies or other offices of the Department of Economic Development.

Some of these requests can be handled by providing a few statistics; income, unemployment rates and inflation rates are among those in heaviest demand. In other cases the client's needs can be satisfied by sending a few publications or reports. More often, however, requests are less straightforward. In some cases, the information needed is not available from any source or the caller has not fully defined his or her needs. One of the important services provided by staff of the Bureau is to help the data user to better define information needs and identify sources of information that will meet those needs, particularly when the "ideal" data cannot be obtained. Because the users of the Bureau's information services range from the sophisticated analyst to the layman, we must often provide not only the raw information, but also guidance in the proper use and interpretation of that information.

Because of the great variety of requests that are directed to the Bureau and the fact that many inquiries are referred to us after several other contact points have failed to respond, our staff must be prepared to respond to questions that go far beyond purely economic or demographic information. It is our long-standing policy that we respond to every request or, at the very least, refer that request to someone we are fairly certain can be helpful. For that reason, we have had an occasion to handle inquiries on such diverse topics as fishing bait, log cabins, and environmental regulations. More often, however, businesses need information on markets, sources of supplies, production cost factors and taxes. In recent years, increasing foreign participation in the economies of the State and nation has generated a large volume of requests for information on foreign companies, foreign investment and trade.

The information services of the Bureau of Business Research, involving either requests for data and other assistance or for publications and reports, may be accessed by writing the Department of Economic Development, One Commerce Plaza, Albany, NY 12245, or calling (518) 474-8670.

INFORMATION OUTREACH SERVICES — THE DED REGIONAL OFFICES

The major function of regional offices of the Department of Economic Development is to deliver the Department's economic development services to businesses and to local economic development organizations. They also provide an important linkage between the Bureau of Business Research and organizations and individuals throughout the State having a need for economic and demographic information. Each regional office maintains a small inventory of Department publications, including those of the Bureau of Business Research. They also are able to respond to inquiries on a broad range of topics of interest to business. These include information on government programs and regulations, sources of financial assistance, sources of management training and counseling and sources of marketing data, to mention just a few. In many cases, requests may be referred to another agency or another office within the Department of Economic Development, including the Bureau of Business Research. These information referral services of the DED regional offices can save the business executive or other client much time and frustration that might be involved just in finding the right person to answer a question.

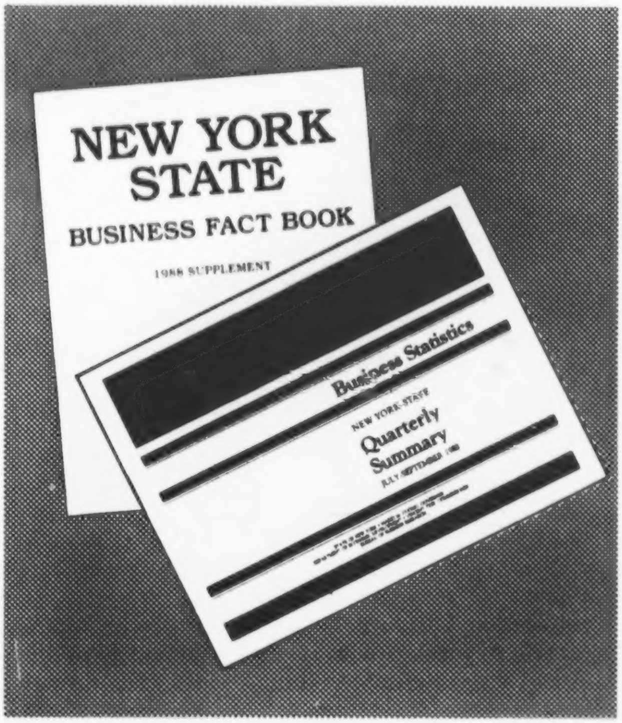
A list of the Department's New York City and regional offices, as well as the Western New York Economic Development Corporation, a subsidiary of the Urban Development Corporation, which provides comparable services to the Western New York Region, appears on page eight.

PUBLICATIONS OF THE BUREAU OF BUSINESS RESEARCH NEW YORK STATE DEPARTMENT OF ECONOMIC DEVELOPMENT

Business Trends in New York State, 1-p. flyer. Monthly update on New York State business conditions and trends.

Business Fact Book Annual Supplement, 25pp. Statistical and narrative information describing business and economic activity in New York State.

Profile of People, Jobs and Housing, 30-50pp. (approx.). 1980 Census tract data for New York State and individual counties.



The Alpine Ski Industry in New York State, 1985-1986, 82pp. Description of current situation and trends affecting New York State's Alpine ski industry.

Research Bulletin #56: Personal Income in Areas and Counties of New York State 1986, 26pp. Summary of personal income trends and New York State county estimates for 1986.

Quarterly Summary of Business Statistics, 20pp. Quarterly summary report of statistics for foreign and domestic trade, employment, production and income and price levels for New York State.

Annual Summary of Business Statistics, 40pp. (approx.). Annual supplement to the above.

A Statistical Profile of the Printing and Publishing Industry in New York State, 65pp. Statistical analysis and narrative describing New York State's printing and publishing industry.

Financial Services Industry in New York State: A Statistical Profile, 52pp. Statistical analysis and narrative describing New York State's financial services industry.

Economic Trends in Selected Metropolitan Areas of New York State, 26pp. Descriptive narrative of economic trends and developments in each of 11 New York State metropolitan areas.

Apparel Industry in New York State, 73pp. Statistical analysis and narrative describing New York State's apparel industry.

A Statistical Report on High Technology Industries in New York State, 53pp. Statistical analysis and narrative describing New York State's high technology industries.

New York State and Local Tax Structure Part 1, State Taxes; Part 2A, Local Taxes, Outside New York City; Part 2B, New York City Taxes, 28pp. Descriptive summaries of State and local taxes in New York State, with emphasis on those of particular concern to business.

Women-Owned Business in New York State, 1982, 9pp. Highlights of the U.S. Bureau of the Census 1982 *Survey of Women-Owned Business.*

Minority-Owned Business in New York State, 1982, 9pp. Highlights of the U.S. Bureau of the Census 1982 *Survey of Minority-Owned Business.*

REGIONAL OFFICES OF THE NEW YORK STATE DEPARTMENT OF ECONOMIC DEVELOPMENT

CAPITAL REGION
Two City Square
324 Broadway
Albany, NY 12207
(518) 432-2697

CENTRAL NEW YORK
333 East Washington Street
Syracuse, NY 13202
(315) 428-4097

FINGER LAKES
121 East Avenue
Rochester, NY 14604
(716) 325-1944

LONG ISLAND
55 Jericho Turnpike
Jericho, NY 11753
(516) 334-2500

MID-HUDSON
One Albany Avenue
Kingston, NY 12401
(914) 331-6415

MOHAWK VALLEY
207 Genesee Street
Utica, NY 13501
(315) 793-2366

NEW YORK CITY
50 Court Street
Brooklyn, NY 11201-4859
(718) 596-4120

NORTH COUNTRY
Bridge & Port Authority Building
Ogdensburg, NY 13669
(315) 393-3980

PLATTSBURGH
185 Margaret Street
Plattsburgh, NY 12901
(518) 473-1325

SOUTHERN TIER
State Office Building
Binghamton, NY 13901
(607) 773-7813

WESTERN NEW YORK
ECONOMIC DEVELOPMENT
CORP.
Liberty Building, Suite 717
424 Main Street
Buffalo, NY 14202

WHITE PLAINS
300 Hamilton Street
White Plains, NY 12601
(914) 428-8000

DEPARTMENT OF ECONOMIC DEVELOPMENT LIBRARY: SERVICES TO BUSINESS

By Barbara S. Beverley, Librarian,
New York State Department of Economic Development Library, Albany

The Library of the New York State Department of Economic Development is a highly specialized collection of 15,000 volumes of monographs, documents, periodicals and microforms in the areas of business, economics, State and regional economic development, labor, and census. The Library primarily serves the research staff of the Bureaus of Business Research, Economic and Demographic Information, and Policy and Program Development. In addition, staff from many other units are served, such as the International Division, Minority and Women's Business, Small Business, Tourism, Business Opportunity Center, Job Development Authority, Science and Technology, Regional Economic Development, Energy Conservation, Management and Information Systems, Industrial Infrastructure and Media Service. The Library serves staff in Albany, New York City and 10 regional offices throughout the State.

The Library was established in the mid 1940s, shortly after the Department of Commerce was formed from the commerce division of the Executive Department. In 1987, the Department of Commerce underwent a major reorganization in structure and mission and emerged as the Department of Economic Development. The Library became part of the new Bureau of Economic and Demographic Research in the Division of Policy and Research. Although primarily intended to support the research function of the Department, the collection is available to other agencies of New York State, the Legislature, the Federal government, and the business and academic community. Approximately 50 percent of the significant research questions originate with business clients, academic and private individuals.

COLLECTION

The collection includes basic business reference sources such as Dun and Bradstreet's, Moody's, Standard and Poor's and the *Thomas Register*, and indexes, directories and other tools for locating additional information, such as the *Encyclopedia of Associations*, *Worldwide Chamber of Commerce Directory* and *Small Business Source Book*. The more than 500 periodical titles held include newspapers such as *The New York Times* (both paper and microfilm) and *The Wall Street Journal*, and business periodicals such as *Business Week*, Crain's publications and weekly regional business newspapers, and are heavily used. There is also a large collection of documents from the New York State Department of Economic Development/Commerce and other agencies of New York State government and the Legislature, many of which are unavailable elsewhere.

As an affiliate of the State Data Center, the Library receives much census material from the U.S. decennial and economic censuses. It also collects material from other units of the U.S. Department of Commerce as well as from the Department of Labor, other Federal agencies and Congress. For economic and business information on other countries, the Library collects publications from the United Nations and the Organization for Economic Cooperation and Development (Paris). It recently has begun collecting reports on economic development plans and projects from adjacent and other urban states.

SERVICE TO CLIENTS

Requests are generally for census or company and industry information and are answered by specialized research in census materials, business directories, business and economic databases, or referral to staff experts in research bureaus, the State Data Center or its affiliates or other agencies or libraries.

Anyone may use materials in the Library during regular business hours. The librarian advises users on effective research strategies for specific materials and for the collection as a whole. Materials generally do not circulate outside the Department. Limited photoduplication is available, and, at the librarian's discretion, material may be loaned to another library for a short time. Telephone reference and referral is also available.

BUSINESS COMMUNITY USE

The business community makes good use of the Library of the Department of Economic Development. Approximately 40 percent of requests are direct inquiries from the business community. If one includes requests from businesses referred by other government libraries when their resources are not adequate to handle the inquiry, the percentage is much greater. In recent queries, people have sought:

- Information on companies and manufacturers
- Information from census tract maps
- New York State population by county
- Financial information on specific companies
- Computer suppliers in New York State
- Biographies of company executives
- Cost of raising children
- New York firms involved in steel fabrication
- Takeover information and company plans for expansion
- U.S. labor productivity trends

STATEWIDE ECONOMIC AND DEMOGRAPHIC INFORMATION SYSTEM

The librarian also chairs the Libraries Working Group for the Statewide Demographic and Economic Information System. Currently in the planning stage, this system will provide public access to a large database of economic and demographic information, including county and firm or establishment. Access will be by microcomputer.

The librarian is also moderator of the Library Conference feature of the State Data Center's electronic Bulletin Board. (See Robert Scardamalia's article about the Center in this issue.) The Bulletin Board provides access by microcomputer to Census Bureau information, and the Library Conference service will expand facilities for sharing economic, demographic and general information by encouraging those not now using the Bulletin Board to do so. The Bulletin Board and the Conference are available to the general public as well as to librarians and other information specialists.

FUTURE PLANS

The Library looks to automation and other innovation to improve its efficiency and the quality and timeliness of its research. Future plans include automated cataloging and a serials control system to expedite processing of materials and facilitate research.

The librarian participates in the Automation Committee of the New York State Interagency Information Group (NYSIIG), which is working with the New York State Library and library organizations to investigate a means by which State agency libraries may develop group access to the State Library's computerized catalog for automated cataloging. Within the next four to five years, we anticipate that State agency libraries will begin to load cataloging data into the State Library's catalog. Being able to check an agency's library holdings will bring to light bibliographic information for thousands of titles not now known to be held locally. Many of these titles will be unique State documents and research reports. In this activity the Library of the Department of Economic Development continues to seek improved access and greater cooperation among libraries to benefit all its users.

STATE DATA CENTER ELECTRONIC SERVICES AVAILABLE TO LIBRARIES

The New York State Data Center at the Department of Economic Development operates a Bulletin Board for affiliate and coordinating agencies and other interested users. As part of its efforts to improve the Bulletin Board to better meet the users' needs, the Data Center has set up a public conference on the Board for librarians.

The Library Conference is intended to be a general-purpose means of communications open to all librarians and information specialists, particularly, but not limited to, those interested in demographic and economic information. The Board may be used for messages to the general usership. It may even be useful for interlibrary loan when a possible source is unknown, for example, when attempting to locate State and local documents. The Conference may be used for electronic mail.

Another conference, PUBCONF (i.e., Publications and Conferences), may be used for announcements of meetings or publications. This conference also is open to any registered member of the Bulletin Board.

In order to use the conferences, it is first necessary to connect to the State Data Center's Bulletin Board. To do this, you need a microcomputer or terminal, a telephone, modem and communications software. Dial in to the Bulletin Board and follow directions to be connected. First-time users will not have full access until they are verified, which is usually by the next day. Once verified, users may enter conferences and download data files.

Connecting to the Bulletin Board:
Telephone: (518) 474-1067
Baud rate: 300, 1200, 2400
Duplex: full
Parity: none
Data bits: 8
Stop bits: 1
(May also use even parity with 7 data bits.)
Help number: (518) 474-6005

STATEWIDE ACCESS TO ECONOMIC AND DEMOGRAPHIC INFORMATION

By Robert Scardamalia, Chief Demographer,
New York State Department of Economic Development

BACKGROUND

The Bureau of the Census had completed the release of 1970 Decennial Census products by 1974. It became evident at that time that the systems for dissemination of the data were inadequate to meet the demand for products and technical assistance. The information age was in full swing and the consumer's appetite for Census and other statistical resources became insatiable. At the local government level, this was largely driven by the need to supply local demographic and economic information in grant applications. However, another significant driving force was the increasing level of sophistication of data users. An increasing amount of Census data was made available in computerized media from the 1970 Census and data consumers wanted it. A significant roadblock to individual access existed at the time, however, in the form of limited computer access and technical expertise. It was difficult, and expensive, to acquire and process detailed Census information.

In an effort to alleviate this roadblock, the Census Bureau began a pilot project in the State of Indiana to explore the feasibility of establishing a central, state-managed center, to provide inexpensive and ready access to their data. This center would be provided all of the available Census products and be trained in Census procedures, access and use of the data. As a state agency, the center would have the necessary resources to process the computerized information and create individual products beyond the standard publications the Census Bureau prepared for each state. The pilot project drew quick acceptance and in 1978 the Bureau formalized the State Data Center program and began the process of establishing centers in each state. By 1982 all 50 states were voluntarily participating, and currently the program includes the 50 states, the District of Columbia and Puerto Rico. In 1988, the Bureau announced an expansion of the concept of the Data Center program to emphasize economic information and established 15 pilot states in the new Business and Industry Data Center program.

New York State, through its Department of Commerce, had long served as a primary contact for Census information and provided access to the computerized data from the 1970 Census as a Summary Tape Processing Center. The Department began informal participation in the State Data Center program in 1978. Then-Governor Carey formally established the State Data Center on April 1, 1980 (Census Day) by signing the Joint Statistical Agreement with the Bureau of the Census.

PROGRAM OBJECTIVES

The overall goal of the Program is to make Census statistical, reference and geographic products more accessible to the public; with public encompassing a wide range of data users from state and local governments, to businesses, to elementary school children. The objectives of the Program include:

1. Providing an institutional structure for the dissemination and maintenance of Census statistical products within each state;
2. Providing increased, strengthened and more comprehensive technical assistance to users of Census data;
3. Moderating the costs of access to Census data; and
4. Providing a mechanism for feedback from an expanding data user community to the Census Bureau for the purpose of improving Census products and procedures.

These objectives have been met over the 10-year history of the program and this nationwide network is now a model of Federal-state cooperation and is being studied by other Federal agencies.

PRODUCTS AVAILABLE

The Census Bureau provides, without charge, copies of all printed reports, computer tapes, and microfiche for New York to the lead agency. Basic reference materials and copies of all printed reports are also provided directly to each Coordinating and Affiliate agency. The Bureau allots each state a quota of free material for other states and often provides standard materials for contiguous states. In essence, any product the Bureau of the Census prepares for or about New York State is available through the Data Center.

More specifically, the Center's holdings include:

- The 1970 and 1980 Decennial Census of Population and Housing printed and computerized products, as well as publications from 1930 through 1960

- The Economic Censuses of: Retail Trade; Wholesale Trade; Manufactures; Service Industries; Governments; and Agriculture
- County Business Patterns
- Construction Reports
- Current Population Survey
- Current Population Estimates and Projections
- Reference maps and computerized geographic files.

Statistical resources for other State and Federal agencies such as the U.S. Bureau of Economic Analysis, and State departments of Labor, Health, and Education are also available.

SERVICES AVAILABLE

The Center provides a wide range of services to information consumers in the State.

Information and Technical Assistance — Information services range from providing a single statistic in a printed report to customized tape processing for a major project. Staff consult the user on appropriate needs and applications and can provide referrals to other sources when appropriate. Nationally, the Data Center program responds to over 500,000 requests per year.

The Center also produces specialized printed materials, microforms and computer printouts and provides computer tape copying services. Data can be extracted in printed form, on computer tape and diskette.

Training and Outreach — Another way of improving access to Census information is through education. State Data Center personnel work with business and civic groups, libraries, and academic institutions in addressing these needs. The network provides general information on the Census and training in the use of specific products, particularly the machine readable products.

1990 Census Planning — The Center works with the Census Bureau on planning for the Decennial Census by acting as a communication channel from the state to the Census Bureau. Input from local government officials is encouraged and the Center coordinates activities relating to geographic areas planning, Census awareness and promotion, and the Local Review Program.

Electronic Bulletin Board System — In 1986 the Data Center established an electronic bulletin board service for Affiliates and other users of economic and demographic information. The system provides an additional means of communication with staff of the lead agency and among the Affiliate network. Press releases from the Census Bureau, informational bulletins, data files, and some public domain software are available for downloading. The system is soon to be upgraded with the addition of three telephone lines and access to the Census Bureau's CD-ROM files.

Other Functions — At each level of program participation the Data Center activities are one among many functions. As local and regional planning agencies, Affiliates are involved in economic development, transportation and resource planning, land use and financial assistance. University centers are key contacts for social and economic research, training and educational activities. Libraries serve as reference sources for all types of information. Many agencies provide economic and demographic analysis at the local level and are active in preparing local population estimates and projections. The lead agency serves as the State's official contact for the Federal-State Cooperative Programs for population estimates and projections.

NEW YORK STATE'S DATA CENTER NETWORK

The Data Center program in New York is structured with three levels of participation: 1) the lead agency, the State Department of Economic Development; 2) four coordinating agencies, the New York State Library, the New York State Division of Equalization and Assessment, the Cornell University Institute for Social and Economic Research, and the Rockefeller Institute on Government; and 3) up to 35 Affiliate Data Centers. Participation in the program at all levels is voluntary and there is no funding from the Census Bureau or the State to support agency participation.

NEW YORK STATE
DATA
CENTER

DEPARTMENT OF ECONOMIC DEVELOPMENT

In 1987 the former Department of Commerce was restructured under an umbrella of economic development agencies and its name was changed to the Department of Economic Development. The State Data Center is a unit within the Department's Bureau of Economic and Demographic Information. Overall program direction is provided by the lead agency in accordance with the Annual Work Plan required by the Census Bureau. These activities are primarily focused on the dissemination of the full range of Census Bureau products, but also include specialized processing of the computer tape files, providing training and technical assistance, review of Census products, operations, and geographic areas planning, and providing demographic analysis and research.

The agency is involved in a variety of planning efforts for the 1990 Census. This began shortly after the completion of the 1980 Census with a jointly sponsored Local Public Meeting. The lead agency coordinates input to the geographic areas programs to delineate Census statistical units, as well as to identify hamlets in New York that might qualify as Census Designated Places. The State Data Center is also responsible for training of local government officials for the 1990 Census Local Review Program. The entire Data Center system is an active participant in the product planning process providing input from data users and reviewing the Bureau's product proposals.

The Bureau of Economic and Demographic Information was formed as part of the 1987 Omnibus Economic Development Act. One of its primary functions is the development and distribution of a statewide economic information system. The system will support the Department's needs for an interactive retrieval system but will also be produced as a micro-computer-based system for public distribution. In addition, the legislation established the Advisory Council on Economic Information and Research. This organization represents the interests of Executive agencies, the Legislature, the University systems, and private industry as data providers and consumers.

COORDINATING AGENCIES

New York State Library — The role of the State Library is to: 1) maintain a comprehensive collection of Census Bureau statistical resources and reference materials; 2) make this information available to users in Albany and throughout the State; 3) cooperate with other organizations to offer training workshops; and 4) to work with other libraries in the State to coordinate dissemination of Census information throughout the library community. Staff of the Library also represent the Data Center program in the American Library Association Government Documents Round Table.

Division of Equalization and Assessment — The Division maintains the State's primary Geographic Information System using the ARC-Info software package. It maintains an inventory of Census tape files and is actively digitizing local property tax assessment roles. Its systems have the capability for address coding to Census and other geographic units and sophisticated map production for a variety of State purposes. The Census Bureau's 1990 geographic base system, TIGER, will become an important addition to the agency's activities. The Division serves as the Data Center's primary contact for technical assistance in the area of Geographic Information Systems.

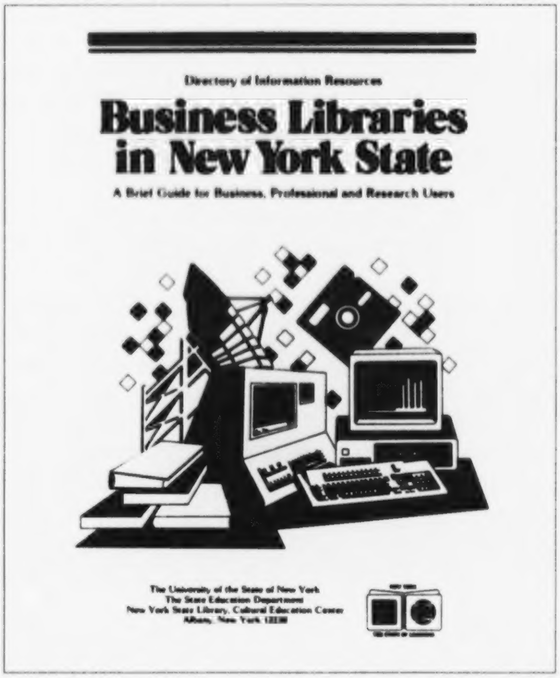
Cornell Institute for Social and Economic Research (CISER) — The Institute provides central archiving and processing capabilities and maintains almost 2,000 data files. Services are provided to the business, public and academic sectors. The Population Information Program of the Cooperative Extension Service is closely linked to CISER and through County Extension Agents provides another public access point for government data.

Rockefeller Institute of Government — The Institute has the responsibility for annual publication of the New York State *Statistical Yearbook*, and the Data Center plays an important role in providing information for the *Yearbook* and supporting it as a major statistical resource for the State. In addition, the Institute established and facilitates the New York State Forum for Information Resource Management. The Forum acts as a liaison between public, private, and academic sectors relative to the use and management of information resources and promotes education and training in information technologies and resource management.

AFFILIATE DATA CENTERS

The New York Data Center program currently supports 31 Affiliate agencies. These Centers include city, county and regional planning agencies, public and academic libraries, university centers and private not-for-profit organizations. Through their cooperation, Affiliates multiply their efforts in helping their various customers gain access to information on the use of Census and related statistical products. Affiliates are the heart of the program. They are often the first point of contact for users seeking statistical information and provide resources and referrals as appropriate. Each Affiliate maintains a publicly accessible collection of Census statistical publications and reference sources and has participated in Census training on the use of and access to Census information. New York's program also benefits by the extensive computer capabilities within the Affiliate network. Fully 17 of the Affiliates have mainframe computer access and nearly all have microcomputer capabilities.

As technology improves, there are ever-increasing opportunities to expand public accessibility to government data and information. By implication, the information age tells us that more information is better. However, for providers of statistical information, there comes a growing obligation to educate data consumers on the value of the information they are obtaining. High technology serves little purpose if it simply provides a means of expanding the misuse of information. The State Data Center network has developed expertise in disseminating information and providing technical assistance in what the data means and how to use it. This expertise will keep Data Centers at the forefront of information access in the 1990s and beyond.



Directory of Information Resources

Business Libraries in New York State

A Brief Guide for Business, Professional and Research Users

The University of the State of New York
The State Education Department
New York State Library, Cultural Education Center
Albany, New York 12230

BUSINESS LIBRARIES DIRECTORY AVAILABLE

Business Libraries in New York State; a Brief Guide for Business, Professional and Research Users, is available for purchase from the New York State Library. This 33-page directory, published in 1986, gives basic information about 55 libraries in the State accessible to the public, at least through interlibrary loan, and having major collections in the fields related to business. It expands and updates a 1985 publication of the same name. The work was compiled by Alta Beach of the New York State Library staff. Copies of the directory are available from:

Documents/Gift and Exchange
Section
New York State Library
Cultural Education Center
Albany, New York 12230

The cost is $3.00 and prepayment is required. Checks should be made out to the New York State Library.

THERE AND NOWHERE ELSE

By John V. Ganly, Chief, Economic and Public Affairs Division,
The Research Libraries, The New York Public Library

The title of this article might be apt for a gothic romance; however, it is equally appropriate when referring to that often mysterious and ultimately rewarding institution, The Research Libraries of The New York Public Library. Significantly, the history of The Research Libraries has its roots in the 19th century, when the collections of the Astor and Lenox libraries were combined with materials from the library of Samuel Jones Tilden to form the nucleus of The Research Libraries' holdings. These collections were rich in business-related titles, and these riches have been expanded upon throughout the years.

These periodicals constitute the largest publicly available source of business-related continuations. All the countries of the world and all the languages of the world are represented.

The Economic and Public Affairs Division has been the hub of The Research Libraries' business information activity since 1911, when the present library building was opened. Although the name of the Division has undergone some modification since 1911, economics (business) has always been clearly spotlighted. It is from the Economic and Public Affairs Division, located in Room 228, that sources and services outlined below may be obtained.

MONOGRAPHS

There are over 1.5 million volumes in the collections of the Economic and Public Affairs Division. This figure includes both serials and monographs and represents all the subjects for which the Division is responsible. The portion of the collection directly related to business probably exceeds 750,000 volumes, and a significant portion of the remainder of the collection has an ad hoc relationship to business research. The portion of the collection that is monographic in nature includes many unique titles in subject areas such as economic history and business biography — areas not well represented in serial publications. In many cases, these works fit the "nowhere else" category exactly. Fugitive works published as pamphlets or works published privately, as is the case with many company histories, are also numerous.

SERIALS

Currently, over 2,000 periodicals directly related to business are being received in the Economic and Public Affairs Division. In addition, a like number of periodicals related to technology is received by the Science and Technology Research Center in Room 121. These periodicals, combined with the thousands of business-related serial titles collected by The Research Libraries, constitute the largest publicly available source of business-related continuations. Particular emphasis has been placed on trade journals, chamber of commerce publications, titles issued by central banks and statistical publications. All the countries of the world and all the languages of the world are represented in this collection.

The business researcher who uses the government documents collections of The Research Libraries has in one location the widest array of this type of material.

GOVERNMENT PUBLICATIONS

There have been frequent citations to The Research Libraries as a preeminent source for government publications. The basis for this preeminence is the extensive collection of United States government publications; publications from the states of the United States; documents from the governments, national and subnational, of the countries of the world; and publications from intergovernmental organizations. Depository status with the United States Federal

Government, New York State and the United Nations has insured exhaustive coverage of these entities. The business researcher who uses the government documents collections of The Research Libraries has in one location the widest array of this type of material. Particular emphasis has been placed on statistical and legislative material. Population censuses, statistical abstracts and statistical bulletins issued by government agencies are collected comprehensively.

One of the great resources of The Research Libraries is the collection of hearings issued by the committees of Congress of the United States. These hearings, used extensively by business researchers for the exhibits and appendices they contain, are in many cases a definite "nowhere else."

World War II made it clear how important the gazette collection within The Research Libraries was to business researchers as well as researchers of all kinds. These gazettes, which are the official government "newspapers" of the countries of the world, contain legal and regulatory information frequently unavailable from any other source. In the early 1970s, The Research Libraries and the Library of Congress entered into an agreement under which they would share responsibility for collecting the gazettes issued by the countries of the world, and this agreement is still in effect. At present, over 150 countries are represented by the gazette collection.

SERVICE

Approximately 100,000 persons use the Economic and Public Affairs Division each year in person, and another 10,000 make use of the Division's telephone service. More than 40 percent of the requests for information are related to business questions. User needs are met by a staff of 32 persons, 17 of whom are professional librarians. The staff includes librarians with a background in business and specialists in the literature of advertising and marketing, banking and finance, and labor and industrial relations.

TECHNOLOGY

Since 1987, the Economic and Public Affairs Division has been testing and implementing appropriate CD-ROM products for end-user operation. An electronic information center consisting of 8 workstations and approximately 16 CD-ROM products is scheduled for completion within the Division in June 1989. This center, a definite "nowhere else," will complement the online services that the Division has offered for several years. Among the CD-ROM products available will be the business database *ABI/INFORM*; *PAIS (Public Affairs Information Service) ON CD-ROM*; *Government Printing Office (GPO) Monthly Catalog*; *National Technical Information Service (NTIS)*; *Standard and Poor's CORPORATIONS OnDisc*; *Corporate & Industry Research Reports (CIRR)*; and *Business Periodicals Index*. Online services offered include the DIALOG and NewsNet databases, West Publishing Co.'s WESTLAW and New York State's Legislative Retrieval Service.

The collections of The Research Libraries are accessible through an online public access catalog, CATNYP, and the records of holdings are on the RLIN System.

DIRECTORIES

The Economic and Public Affairs Division has a major collection of industrial and governmental directories spanning many years and international in scope. Business researchers have access to a comprehensive collection of telephone directories and city directories within The Research Libraries, and these also are international in scope.

INDEXES

Access to the vast periodical holdings of The Research Libraries is facilitated by an extensive collection of hard copy and machine-readable indexes. Included are all the indexes published by the Congressional Information Service; *Index to Current Urban Documents*; *CIRR*; and the Predicasts family of indexes.

MICROFORM SETS

Many collections are held in microform, and most have extensive printed indexes. The major ones are:

- *American Statistics Index* — microfiche
- Congressional Information Service *CIS Unpublished Hearings* — microfiche
- U.S. Government Printing Office publications — microprint and microfiche
- United Nations publications — microprint and microfiche
- *Index to Current Urban Documents* — microfiche
- *CIRR* — microfiche
- New York State Bill Jacket Collection — roll film

THE FUTURE

The unique nature of The Research Libraries will continue to be maintained as fewer institutions have the capacity to maintain collections of this size and scope. Increased access made possible through the use of new technology and streamlined service will be the direction of the future. A merging of the information resources relating to business, industry and technology is on the horizon.

SERVING BUSINESS IN A CHANGING BUSINESS CLIMATE

By Joan M. Canning, Business Librarian,
Brooklyn [NY] Public Library

The Brooklyn Public Library's Business Library was established in 1943 at 197 Montague Street in the main business section of Brooklyn, with the primary purpose of serving Brooklyn's business and legal community. The Library's initial collection consisted of 1,589 circulating books and 20,000 reference volumes, with a subject concentration in business, finance, and law. In 1962, after two years in temporary quarters, the Business Library and the Montague Branch (renamed the Brooklyn Heights Branch) moved to a new building at 280 Fulton Street (later renamed Cadman Plaza West). At that time the book collection consisted of some 50,000 volumes with a heavier emphasis on business and finance and a lesser concentration on legal materials. At the end of 1988 the total book collection, covering all aspects of the modern business world, stood at 116,000 volumes.

GROWTH AND CHANGE

In 1943 the Business Library served as a reference resource for a largely local, walk-in clientele. By 1962 the patrons were no longer only local but came from the entire metropolitan area, and a telephone reference service, which answered 11,921 calls during 1962, was a vital part of the service. Now patrons come from the tri-state area, and telephone reference service is utilized by people throughout the entire United States, Canada and Great Britain. There was even a memorable call from Bombay, India! In 1988 nearly 44,000 telephone queries were handled.

Besides the growth of the collection and the expansion of the reference service, the emphasis of the collection also has changed. Over the years, the users of the Business Library have become much more sophisticated in their quest for information. This is particularly noticeable in the investment field. Each change in the form of investments — money market funds, which became available to the general public in the mid-1970s; global mutual funds; commodities trading, futures trading; real estate investment vehicles; ADR's (American Depository Receipts); junk bonds (in January 1989, $180 billion of issues were outstanding!); etc. — has necessitated the addition of many new and expensive reference manuals and investment reports. Some examples of such new reports are *Bank Rate Monitor*; *Standard & Poor's International Credit Week*; and *Standard & Poor's/Lipper Mutual Fund Profiles*.

THE IMPACTS OF TECHNOLOGY

The small businessperson always has been a valued patron of this Library and with the growth in entrepreneurship over the past decade, many more books and periodicals, such as *In Business* and *Women's Enterprise* have been added to the already substantial collection of small business materials.

In 1962 there was only one index for business periodicals — H. W. Wilson's *Business Periodicals Index*. With the advent of on-line searching in the late 1970s and the subsequent availability of COM indexes such as the *Business Index* from IAC, access to articles in many more publications was possible, and the public wanted to read these periodicals. Consequently, many new titles such as *Discount Store News* and *Pets Supplies Marketing* were added to the holdings of the Library. Also, with access to information in regional publications and the greater interest in business conditions and development in other parts of the United States, such as Chicago, Detroit and Los Angeles, many more titles reflecting this interest have been added to the collection over the years. Two examples are *Crain's Detroit Business* and *Los Angeles Business Journal*.

What a gold mine of information is now available to students, researchers and businesses!

New technology has caused many changes in the operation and the services of the Business Library. Beginning in 1979, we made available online searching of business databases through DIALOG. This is a fee-based service available to all of our public. The cost to the patron is that which DIALOG charges us. The greatest growth in databases over the years has been in the field of business. Starting with only a few bibliographic business-related databases, *ABI INFORM* being the primary one, DIALOG service has expanded to include many directory-type databases that cover not only American companies but also foreign companies. Two examples of such databases are *D&B Dun's Market Identifiers* and *ICC British*

BROOKLYN PUBLIC LIBRARY
BUSINESS LIBRARY

Company Directory. What a gold mine of information is now available to students, researchers and businesses!

The advent of CD-ROM products has changed the whole library world, not just the business library world. In this Library we are hopeful that in the near future we will have the *ABI INFORM ONDISC*. As we all know, these products are expensive and require a great deal of space. We tried *INFOTRAC* but discovered that the business coverage was not adequate for our needs, even though the public was very fond of this excellent product.

The development of machines capable of producing positive copies from microfilm and microfiche has also improved our service. The late 1980s have become the years of the fax machine. What a boon it is! We can now photocopy information (always following the "fair use" principle) from books or periodicals or microfilm or microfiche and fax it to other libraries. It provides faster service to these libraries and saves them messenger fees, which in the New York City area can be very high.

GLOBAL INFORMATION NEEDS

The concept of the "global marketplace" and the phenomenal growth in the importance of the Pacific Rim countries to the United States also have contributed to the shift in the contents of the Business Library's collection. Many outstanding international publications have appeared over the past 10 years — such as *Moody's International Manual*; *Best's Insurance Reports, International Edition*; Dun & Bradstreet's *Principal International Businesses*; and *Major Companies of the Arab World*, as well as many unique and valuable directories for individual foreign countries. Our collection of material on Japan, whether monographic, statistical or directory has grown enormously. Now that China is being opened to trade, we are experiencing the same rapid expansion of information on that country.

Over the years, interest in statistics on a wide variety of topics has also increased as indicated by the large number of statistical questions we are asked. These range from a simple request for the prime rate to the need for figures on the balance of trade with Japan to a question on the number of rubber gloves exported from the United States to several countries. Luckily, the aids for finding such information have also been enhanced.

SPECIAL RESOURCES

The addition of such tools as *American Statistics Index*, which indexes statistical information from thousands of United States Federal government publications; *Statistical Reference Index*, which indexes statistical material found in state government publications, association publications, commercially published material and periodical issues; and *Index to International Statistics*, which is a guide to statistical publications of international intergovernmental organizations, such as the United Nations and the World Bank, all help find such information. Many new publications have been ordered for our collection because of their appearance in these index sources. Some sample titles are *International Sugar Organization Annual Report* and *Washington University Center for the Study of American Business Publications*.

In September 1984, the Business Library became a depository library for publications of the United States Government, and we have been for many years a depository for New York State documents and continue to be one under the new system. All of this is another way in which we serve our varied public.

BUSINESS RANKINGS

The public has always been fascinated with who or what is the best, the largest or even, sometimes, the worst. Which American automobile manufacturer sold the most automobiles in 1988? — General Motors. What was the most popular beer in 1988? — Budweiser. Which state has the most millionaires? — Florida. For many years our librarians have looked at each issue of the over 1,800 periodical titles to which the library subscribes to find such rankings. Annual publications, whether statistical serial material or directories or government publications, are also scanned for the same purpose. The end result was and is a rapidly growing card file, arranged by standard subject headings, that enables us to quickly answer questions on business rankings. In 1988 the Business Library and Gale Research, Inc. collaborated on a publication called *Business Rankings and Salaries Index*, the contents having been drawn from our rankings card file. This book was cited as one of the best reference books of 1988 by *Library Journal* in its April 15, 1989 issue and was listed in the "Business Books 1988" article in its March 15, 1989 issue. In May 1989, a new edition called simply *Business Rankings Annual* was issued, with the intent that this publication appear annually. This edition will include fewer entries (less duplication of rankings), but, for each entry up to the top 10, rankings will be listed with all the pertinent information — source of the ranking, basis of the ranking and total number ranked. It should be noted that the salary information will no longer be part of the book, although we still maintain that file.

SERVICE TO CORPORATE LIBRARIES

Because of our extensive collection and our proximity to many major corporate libraries in the New York area, we serve as a "court of last resort" for many of those libraries. Something as simple as our owning a telephone book for Grenada helped *Newsweek* prepare a story during the contretemps in that country in October 1984. We turned out to be one of the very few libraries (if not the only one) in the area owning Ivan Boesky's book *Merger Mania*, which was of great interest to several law firm and brokerage house libraries during his time in the limelight in 1986-87. We do have a "rule of three" for all telephone calls, whether from individuals or other libraries. This means that we will provide three addresses, three stock quotes, three names of presidents of companies, three exchange rates, etc. per person per day. This is to enable as many people as possible to reach us and to prevent one call from occupying an excessive amount of research time.

Over 60 corporations contribute money to the Business Library each year.

In reciprocation, over 60 corporations contribute money to the Business Library each year. All such donations are used to supplement our book, periodical, serial and directory budgets. Because of the generosity of our "special friends in special libraries," we are able to purchase many expensive materials that would otherwise be beyond our means. For instance, we maintain a complete file of 10-K reports for all publicly traded companies. This microfiche collection costs over $15,000 per year. Without corporate gifts, we would be hard-pressed to provide this service. Obviously all materials are available to all of our public, whether they are other libraries, students, individual investors, small business people or independent researchers.

CONTINUED GROWTH

In 1962, the Business Library was staffed by five librarians and three clerks. In 1989, we have a staff of ten librarians and six clerks. As is usual, we could use a larger staff, but we have severe space problems. Yes, we are out of room for materials, for equipment and, most importantly, for people. We hope that in the not too distant future more space will become available for our Library, and perhaps we can expand our staff and our service and continue to change and grow with the changing times.

THE ENGINEERING SOCIETIES LIBRARY: ONE OF A KIND

By Anne M. Mott, Head, Reference Department
Engineering Societies Library, New York City

One of the oldest and certainly the largest of the country's engineering libraries, the Engineering Societies Library (ESL) was founded in 1913 by the merger of the American Society of Mechanical Engineers; American Society of Civil Engineers; American Institute of Electrical Engineers (now the Institute of Electrical and Electronics Engineers); and American Institute of Mining, Metallurgical and Petroleum Engineers. Later joined by the American Institute of Chemical Engineers and other more specialized societies, ESL covers all fields of the wide discipline of engineering.

THE COLLECTION

The Library serves as a depository for works — published and unpublished — of its supporting societies and collects extensively in all fields of technical literature. Worldwide in scope, its approximately 300,000 volumes and over 5,000 journals include material from societies, publishers and government agencies of many countries in more than 26 languages.

Because engineering as a separate discipline dates from only the early 19th century, ESL has been able to secure a virtually complete collection of the first separate publications on engineering. Many, such as the British *Institution of Mechanical Engineers Proceedings*, the German *Verein Deutscher Ingenieure Zeitschrift* and the French *Annales de Mines*, are held from volume one and still received monthly. The historical collection includes complete files of important journals and seminal works by Robert Boyle and André Ampère, Michael Faraday and George Stephenson, for example, and also earlier works on technical subjects such as George Agricola's wonderfully illustrated 1556 treatise on mining and Cyrano de Bergerac's scientific papers.

But in the vitally current field of engineering, today's works on supercomputers, gallium arsenide circuits, cable-stayed bridges, sophisticated composites, photovoltaic cells and other alternative energy sources are more to the point. The Library acquires relevant new engineering journals, texts and conference proceedings published anywhere in the world.

From the beginning, ESL's collection has emphasized hard-to-find publications. Outstanding are the complete collection of unpublished preprints from all major engineering societies, university experiment station reports, specialty conference proceedings, and standards from almost all important standards-setting bodies.

THE STANDARDS COLLECTION

Generally unavailable elsewhere are the complete sets of current and out-of-print standards from the American National Standards Institute, the American Society for Testing and Materials, Underwriters Laboratories, the Society of Automotive Engineers and such foreign and international organizations as the British Standards Institution, the Canadian Standards Association, the International Electrotechnical Commission and the International Telephone and Telegraph Consultative Committee. The Library also has standards from dozens of specialized groups such as the American Gear Manufacturers Association, the Building Officials Conference of America, the Cooling Tower Institute and the National Fire Protection Association. Anyone who has ever had to track down a copy of Section three of the 1965 *ASME Boiler and Pressure Vessel Code* will appreciate the usefulness of this collection.

PUBLIC SERVICE

Under charter, the Engineering Societies Library, though dedicated to serving the members of its engineering societies, must be open to the public. And it is. On any given day, the reading room may contain a historian researching the noted Wheeler collection of early electrical literature, a paralegal photocopying an out-of-print edition of the *Code for Elevators and Escalators* to support a suit in an accident case, a group of engineering students working on an energy-efficient cogeneration project, a jeweler consulting a rare volume on gold refining or a medical researcher investigating the rheological properties of blood flow through artificial heart valves.

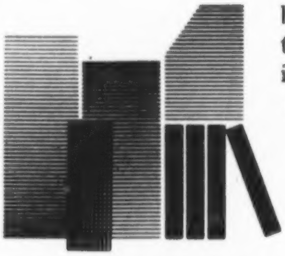
The majority of users of the Library, however, never set foot in its reading room. Services to members and nonmembers alike are available by mail, telephone, telefax, DIALORDER, OCLC and, of course, the New York State Interlibrary Loan

(NYSILL) network. Services include reference assistance, manual and computer-based literature searches, photocopying and, to a somewhat limited extent, book loans.

Quick reference questions are answered by telephone, i.e. definitions, physical and chemical properties of materials, bibliographic citation verifications, addresses and referrals. Extensive literature searches, a fee-based service of the Library, are available from both computer accessible databases and earlier printed abstracting sources.

Online searches by ESL's experienced information specialists can save time and money.

Database searching, now available to anyone with a personal computer, seems to provide easy access to recent technical literature. However, searching without knowledge of the subject or of the online search protocols used by many relevant databases can be costly indeed. Online searches by ESL's experienced information specialists can save time and money. Searches are tailored to individual problems and may be either one-time requests or ongoing projects to follow new developments in a specific field of interest.



Once the search is completed, the need to obtain full information calls on the most important and most frequently used service of the Library — copying. ESL is one of the largest nongovernment suppliers of photocopies in the technical field. Hundreds of mail, telephone, fax, DIALORDER, OCLC and NYSILL orders are supplied daily. (Even if you don't order from ESL directly, your information broker probably does.) Copies, in most instances made from the original hard copy and not microform, are available for any publication in the collection, except for a few items too fragile to copy. Copyright permission is obtained and royalties are paid through the Copyright Clearance Center.

ENGINEERING INDEX

It is important to mention ESL's long and close association with *Engineering Index*. This primary abstracting service for engineering literature began publication in 1884 with citations to articles in journals of various engineering societies. By 1907 a separately published annual index was issued; by the early 1970s it became available online as *COMPENDEX* as well as in monthly and annual printed copy. For most of its history, ESL has been both the source of *Engineering Index* and the depository for publications abstracted in it. No other database can claim a library that is able to provide copies of all items indexed; and no other library can claim such a comprehensive index to its periodical and conference collection.

After nearly a century of providing one-of-a-kind service to all who seek technical information, the Engineering Societies Library looks forward to many more years as a unique resource for the engineering community.

THE NEW YORK STATE LIBRARY SERVES THE BUSINESS COMMUNITY

By Elaine Scheerer and Allan Raney, Senior Librarians,
Reference Services, New York State Library, Albany, NY

In 1937, Fred Astaire and Joan Fontaine starred in the film *A Damsel in Distress*, in which Mr. Astaire sang a lively, though perhaps lesser-known, song "I Can't Be Bothered Now." The lyrics go like this:

> I'm dancing...
> I'm dancing...
> Bad news go 'way
> Call 'round some day
> In March or May
> I can't be bothered now.
> My bonds and shares
> May fall down stairs
> Who cares? Who cares!
> I'm dancing and I can't be bothered now.
> I'm up along the stars
> All earthly things I've found
> I'm throwing off the bars
> that held me down.
> I'll pay the piper
> when times are riper
> Just now I shan't
> Because you see
> I'm dancing and I can't be bothered now!

Unfortunately Fred Astaire is no longer with us. But what if he were, and what if he *did* care about his bonds and shares? Where would he go? What would he do? He might be very glad to know that he could tap his way over to the New York State Library where he could discover answers to his questions about stocks, bonds, and shares and many other business topics.

The New York State Library is uniquely equipped to help the business community. Because its main clientele is the State's Legislature and agencies, the Library must have a broad collection with research-level works in many areas. The researcher in search of business information will discover an excellent collection of economic and business resources in a variety of formats at the State Library. There is also a wealth of technical information available. The prospective entrepreneur can learn how many businesses of a particular type exist in any county. A consumer can find current articles about microchip sales. A legislator can investigate the latest literature in tamper-resistant packaging. A pharmaceutical company's attorney can do a patent search. Both government and private sector publications can be found in the Library's collections, providing access to a full range of business information, from retrospective holdings to the most current information available.

COMMERCIAL PUBLICATIONS

The State Library Reference Services Section maintains a business reference collection on the seventh floor of the Cultural Education Center, housing some of the most sought-after business reference tools. The business reference table is the primary location for directories and guides. Here one may look up a company address, identify corporate management, or find the Standard Industrial Classification Code for a product. Corporation data may be located by product or service, geographic location, company name and executives.

Primary tools include the *Directory of Directories*, the *Directory of Corporate Affiliations*, *Directory of Foreign Firms Operating in the United States*, the *Million Dollar Directory*, *Dun's Business Rankings*, *America's Corporate Families*, and Standard and Poor's *Register of Corporations, Directors and Executives*. Some directories have a special focus, such as *Polk's Bank Directory* (banks and banking), *Kelly's Business Directory* (English companies), and the *Exporters Directory/U.S. Buying Guide* (exporters of products). *MacRae's New York State Industrial Directory* provides information on manufacturing firms in New York State and is updated on a regular basis. *Moody's* looseleaf services and handbooks provide timely information on trends in banking and finance, bond ratings, stock market fluctuations, and other investor concerns. Rating guides report insurance and other company ratings. The *World Aviation Directory*, the *1989 Telephone Industry Directory* and the *Editor and Publisher Market Guide* are examples of some of the new and specialized resources available at the State Library.

In establishing its electronic reference station, the Library has expanded its ready-reference collection to include CD-ROM products covering a number of subjects. Two are particularly relevant to the business researcher: *Business Periodicals Index* (*BPI*) and *Corporate and Industry Research Reports* (*CIRR*). *BPI* covers 304 key business periodicals from June 1982 to present. In addition to journal literature, this compact disk database contains bibliographies, product reviews, association reports and book reviews. A great advantage in using CD-ROM products instead of the paper indexes is that several subject terms may be merged and searched at once. Much time may be saved as the harried corporate executive engaged in wicket manufacturing and management searches all three terms at once, thereby refining the search to the company's specific needs.

CIRR on compact disk provides access to research reports published by major Wall Street and international securities firms from 1979 to present, analyzing individual corporations and entire industries. These reports contain business, political and social science information. Abstracts provide data on market shares, management strategy, financial ratio sales figures and company and industry performance. Results of the search — citations to bibliographic references in journals and magazines in both *BPI* and *CIRR* — can be printed on-site at no charge to the patron.

GOVERNMENT SOURCES

As a Federal regional depository library, the State Library receives both United States government depository documents and most nondepository documents. Therefore the Library has almost all of the publications of the Census Bureau, both current and retrospective. The first decennial census in 1790 was contained in one small book; the 1980 census is comprised of over 400 volumes and numerous tape files that hold unpublished information.

To supplement the decennial statistical reports, the Census Bureau issues economic reports published in other years (more recently primarily in years ending in two and seven). These can be enormously valuable in providing business information. The older decennial reports gradually came to include series of economic and special reports, some of which were published separately as economic reports. The State Library is one of the few places having this massive collection in both paper and microfiche format. In these reports the patron can find answers to such questions as number of establishments of a particular business, how many housing units are under construction, and market value of agricultural products sold. Census statistics have greatly increased in scope and detail over the past two centuries, providing an ever-expanding source for data on population, housing, and economics. Some of the primary tools are:

Survey of Current Business, a monthly publication, offering current articles on business trends and issues, as well as business statistics.

Business Conditions Digest, also a monthly publication, giving statistical data on business trends and forecasts.

Info New York, New York State's computerized economic and demographic information retrieval system providing current economic and demographic information down to the county level, developed by the Economic Development and Technical Assistance Center at the State University College at Plattsburgh.

Current Industrial Reports, a monthly publication, giving detailed information on thousands of U.S. manufactured products, from birdseed to optical lenses.

Economic reports include a broad variety of subjects of interest to the business community. Among these are the *Survey of Retail Trade*, *Survey of Wholesale Trade*, *Census of Transportation*, *Census of Mineral Industries*, *Census of Service Industries*, *Current Business Reports*, *Current Industrial Reports* and *Current Construction Reports*. These special series provide a report for each state and the United States in each of these subject areas. As the volume of data has increased over the past two centuries, the level of detail available to the researcher has also greatly expanded.

One of the most thumb-worn Census series is *County Business Patterns*. Published quarterly, it provides summary data by Standard Industrial Classification (SIC) code on total number of business establishments, mid-March employment, payroll, and number of establishments by employment-size class.

The Library's collection of Census material includes numerous finding aids, not limited to Census Bureau guides. The *Census Catalog and Guide*, issued annually, identifies and indexes all publications of the Bureau and gives four appendices of information regarding Census products and services. *The Statistical Abstract of the United States* gives data on many subjects and serves as a guide to government sources of statistics. The *Monthly Product Announcement*, *Data User News* and *Factfinder for the Nation* are ongoing finding tools that keep the user of Census information informed of latest developments. Congressional Information Service Inc.'s *American Statistics Index* (*ASI*), which indexes all Federal agency publications containing statistics, provides easy access by title, subject, geographical range and document number. Abstracts of each document describe the data in each document down to geographic coverage. The Library receives all publications indexed in *ASI* in microfiche format.

The *Monthly Catalog of U.S. Government Publications*, published by the Superintendent of Documents, indexes Federal publications issued by the Government Printing Office, including those of the Department of Labor and the Census Bureau, two of the most prolific publishers of business information. Subject, title and key word access is provided. *Monthly Catalog* tapes have been entered into our computer catalog. The documents are available in paper copy, microfiche or (for older items) microprint card format.

Efforts to organize the regulatory power and activity of Federal agencies began in the late 1930s during the New Deal. Until then, the public and government agencies themselves had no easy access to knowledge of what Federal regulations were in effect. Because these regulations and standards were frequently changing (and had the effect of law) and because they encompassed a vast resource of information about many subjects of great interest to the workings of the government, there was an effort to begin organizing and officially publishing the Federal agency regulations. This resulted in the creation in 1937 of the *Federal Register*. Agencies were required by law to publish publicly in this format the regulations they were promulgating.

NEW YORK STATE LIBRARY

The *Federal Register* appears daily, Monday through Friday, throughout the year, to provide public notice of all regulations, standards and classifications issued by all U.S. Federal departments and agencies. These regulations, being issued chronologically, are annually published in the *Code of Federal Regulations* (CFR). The *CFR* is a multivolume set of Federal regulations organized by agency, department or subject. Parts of the set are updated quarterly, on a rotating basis, and it is brought up to date by using the *List of Sections Affected* (LSA) and the *Federal Register*. The *CFR* and *Federal Register* are useful to the business researcher because so many of the government agency regulations impact upon the business community.

Commercial publications providing access to government information abound at the State Library, their advantage over Federal publications being that they generally make information available before most government sources do, and several offer the publications they index on microfiche.

Congressional Information Service (CIS) identifies and indexes all information in the working papers of the United States Congress. It covers hearings, prints, documents, reports and special publications issued from 1970 to the present. This invaluable source gives all identifying information needed to retrieve the document in either paper copy or the accompanying *CIS* microfiche version received by the State Library.

Statistical Reference Index (SRI) identifies and indexes a variety of data published by state government, independent research organizations (such as the Gallup Poll), businesses, commercial publishers, associations and university research centers. Publication began in 1970, and as in *CIS* and *American Statistics Index* (mentioned earlier), there is access by subject, key word, title and geographic area. Abstracts of the indexed materials are referenced by the main index volume. Detailed information provides the researcher with access to either paper reports, or the corresponding complete set of *SRI* microfiche — available in the State Library's microform area. *Index to International Statistics (IIS)* identifies and indexes information available in statistical publications of the world's major intergovernmental organizations. These include the United Nations and the Organization for Economic Development. The abstracts referred to by the Index outline for the researcher the information contained in each publication. This source provides business and economic information on an international scale, and the publications are also available on microfiche, and in many cases, in paper as well.

Our State government frequently creates new laws and regulations affecting aspects of doing business here, and on the Federal level there are also laws and regulations affecting businesses. As a regional depository for U.S. Government Printing Office publications and the documents of New York State, the State Library has this legal and regulatory information.

MAJOR AND SPECIALIZED COLLECTIONS

The State Library contains a full law collection and is also strong in other broad areas such as science, health sciences and technology. The excellent collections in the social sciences are, of course, a primary resource for business-related information, and the many works in the humanities can also serve as reliable sources of information to meet business needs. These vast collections are housed on more than 77 miles of shelving!

Within the broad subject areas there are many special collections, and several should be of interest to the business community, including standards and specifications, patents, technical reports, trademarks, copyright information and materials concerning Federal assistance, foundation grants, other financial aid, and contracts available.

STANDARDS AND SPECIFICATIONS

Before a Southern Tier company bid on a large Federal contract last year, it first reviewed the standards and specifications it would have to meet to fulfill the terms of the contract. These crucial publications were obtained from the State Library (and the company got the contract).

If the deadline for bidding had been very near, the company could have obtained the standards and specifications on a rush basis under a special agreement between the State Library and the New York State Department of Economic Development (DED). If a small business's need for a publication is urgent, it may request assistance from the Procurement Unit of the Small Business Division of DED by calling (518) 474-5936. If it seems that the normal interlibrary loan time would be too great under the circumstances, DED will request the document on a rush basis, pick it up and send it by facsimile transmission or courier.

What are these standards and specifications that are so important to have? They are rules and guidelines by which methods, manufactured items, linkages, and so on, are made more compatible, safer, replaceable or connectible. They establish a minimum quality level for products and services. Standards and specifications might help you to determine:

- whether a building or road has been constructed correctly (*Uniform Building Code* 1988; *Standard on Types of Building Construction,* ANSI/NFPA 220-1985; and American Association of State Highway and Transportation Officials (AASHTO) road pavement standards)
- whether the physically handicapped have adequate access (ANSI A117.1-1986)
- whether a computer video display terminal's ill effects have been minimized (ANSI/HFS 100-1988)
- whether the building's elevator is adequate (ANSI/ASME A17.1-1987)
- how the elevator should be inspected (ANSI/ASME A12.2-1985)
- whether electrical wiring is properly installed (ANSI/NFPA 70-1987, *National Electrical Code*)

Standards help to make your life and your business run more safely and smoothly. They make it possible to expect a bolt manufactured here to work with a nut manufactured elsewhere. This standardization has progressed from the national to the international level as businesses try to make their products acceptable and usable in other countries.

The State Library has complete collections of U.S. Federal and military standards and specifications, and related documents such as Data Item Descriptors (DIDs) and Qualified Product Lists (QPLs). It has historical as well as current files of this Federal and military standardization literature.

The Library also has the standards issued or approved by the American National Standards Institute (ANSI). Although ANSI produces many standards of its own, the majority of the standards it issues now are developed by industrial societies and sanctioned by ANSI, such as ANSI/NFPA 220-1985.

In addition to these "co-ANSI" standards from societies, the Library has many industry standards. It subscribes to those of the American Society for Testing and Materials (ASTM), American Society of Mechanical Engineers (ASME), Instrument Society of America (ISA), Institute of Electrical and Electronics Engineers (IEEE), Society of Automotive Engineers (SAE), National Fire Protection Association (NFPA), and several other American organizations. Its subscription to a special collection of building products information includes standards related to the building products and construction. The Library also holds standards from the International Organization for Standardization (ISO), which acts as an overall approval organization for most international standards.

Use of standards and specifications is voluntary in the U.S. unless they are cited in an applicable law or regulation. Some of the Federal and State agencies have developed their own test methods, referred to in their regulations. Examples of such agencies are the U.S. Consumer Product Safety Commission, the U.S. National Highway Traffic Safety Administration, and the New York State Department of Labor. The State Library has these publications because it participates in the Federal depository program of the Government Printing Office and is the primary depository for New York State publications.

PATENTS

While most standards and specifications develop out of a need to bring conformity out of diversity, patents result from a unique idea and then often multiply into variations, applications and combinations with others. The patenting process is the method many businesses and inventors use to protect their investment in research, development and marketing from would-be copiers and competitors. A patent prevents others from making, using, or selling the invention for 17 years if the required maintenance fees are paid. Even foreign companies can be blocked from selling in this country merchandise that duplicates what has been patented. The patent does not guarantee success in marketing an invention, but it does provide a safety period in which to try to attain it.

The New York State Library is one of 65 libraries in the United States and 3 in New York State that are Patent Depository Libraries. The Library has a complete patent collection, beginning with the first patent, for potash, issued in 1790. Patents issued in the early years are identified by name and date. The present, numbered sequence started in July 1836 and is currently approaching 4.5 million. If the special patent collections are added (such as plant and design patents, and the large collection of foreign patents in chemistry, plastics, metallurgy, refractories and ceramics), it is estimated that more than six million patents are available. This vast source of technical information is a great boon to business in many ways. For example, a design engineer might solve the problem of creating a special fastener for an experiment to be flown in space by utilizing an invention now in the public domain.

The Library has all the resources necessary for performing a search to determine whether an idea has been patented, including the *Index to the U.S. Patent Classification*; *Manual of Classification*; *Patent Classification Definitions*; Classification and Search Support Information System (CASSIS), on CD-ROM and online; complete collection of the *Official Gazette of the U.S. Patent and Trademark Office. Patents*; and the patents themselves — in microfilm cartridges housed conveniently on the Library's main public floor.

To learn what a competitor is doing, the user may search CASSIS on compact disk (CD-ROM) to learn what patents the company received in recent years, manually search the annual *Index of Patents* and the cumulative *Patentee/Assignee Index* (for 1978-1985), or, to save work, request a search of a commercial online patent database. There is a fee for online searches, but CASSIS searching is free.

The general electrical, mechanical or chemical patents previously mentioned are known as utility patents, and they make up the bulk of those issued. Other types are: design patents, covering just the appearance of things and protecting the inventor for 14 years; plant patents, covering asexually reproducible plants and good for 17 years; reissue patents, changing a patent that has proved defective in certain respects but not extending its time of coverage; defensive publications and, more recent in origin, Statutory Invention Registrations (SIRs). These allow the waiving of patent enforcement rights on utility, design or plant applications, and will prevent the same invention from being patented later. All these patent-related publications and more can be found at the New York State Library.

REPORTS

Other ways to get credit for an idea are to publish it in a periodical, present it at a meeting, or issue it as a report. The disclosure of information in this way stimulates progress in research and product development. The State Library, in addition to its many technical journals, books and conference proceedings, has several large report collections, such as those from the National Technical Information Service (NTIS), the National Aeronautics and Space Administration (NASA), the U.S. Department of Energy (DOE), the Rand Corporation, Education Research Information Clearinghouse (ERIC), and Corporate and Industry Research Reports (CIRR).

The NTIS collection covers U.S. research reports on scientific, technical and social science research supported by Federal funds, and also includes government documents of various U.S. agencies and reports from foreign sources. These can provide information on a wide range of topics, such as Agent Orange, AIDS, asbestos, biomass, computer software, dielectric materials, ear protectors, hazardous waste disposal, mortality, solar energy and ventilation.

The New York State Library receives most of these report collections from NTIS, NASA and DOE in microfiche format. Indexes to the reports are available in paper, or compact disk (CD-ROM) format, and online searches of the report databases can be obtained for a fee.

The Rand Corporation generates reports on its research on many social, political, and economic issues of interest to business. Topics covered include drug abuse, health insurance, innovation, international trade, public transportation, and rental property. The New York State Library has a complete collection of the various Rand report series indexed by *Selected Rand Reports*, in paper.

ERIC (Education Research Information Clearinghouse) indexes educational journals and reports. Any issue affecting a business that involves education and training, such as employee retraining, employment patterns and potentials, illiteracy, job performance, job placement, robotics, salaries, and stress reduction training, will be found here. The Library has the ERIC report index, *Resources in Education* and the complete ERIC report collection, available in microfiche. It also has ERIC's *Current Index to Journals in Education (CIJE)* and a strong collection of the journals it indexes. In addition, ERIC is available for self-service searching on CD-ROM without charge, and online searches may be requested for a fee.

Corporate and Industry Research Reports (CIRR)) was described earlier in the section on CD-ROM products for business use. The State Library has a paper index to CIRR and the complete database on CD-ROM. The Library's collection of CIRR reports on microfiche starts with 1988, and instructions are available for ordering earlier reports.

TRADEMARKS

Just as a patent prevents others from making, using or selling an invention, a trademark prevents another entity, whether a business or person, from using the name or symbol of a product in commerce. The State Library has U.S. trademarks and the indexes to them. A trademark can be worth thousands of dollars and can create sales once it has been established in the public's memory through labeling or advertising. As with a patent, constant vigilance is required to guard against its being copied.

A trademark is obtained through the U. S. Patent and Trademark Office. It is first listed in the *Official Gazette of the U. S. Patent and Trademark Office. Trademarks* for opposition purposes. If it gets full trademark status, it is listed again in a later issue of the trademark *Gazette*, in a back section called the "Principal Register." The New York State Library has the trademarks in the *Official Gazette* from 1872 to the present.

There are annual indexes in the *Index of Trademarks* (1927 to present), *Index of Patents* (1924-1926), and the *Annual Report of the U.S. Patent Office* (1870 to 1923) by the name of the registrant and the name of the trademark. A current status report and list of all trademarks can be found in the *Trademark Register of the U.S.*, and the *Compumark Directory of U.S. Trademarks*. These are one to two years out of date but the information they provide can be updated by consulting the Principal Registers in the *Official Gazettes*, or for a fee, using the online database *TRADEMARKSCAN-FEDERAL*.

COPYRIGHTS

Whereas a patent protects against product duplication and a trademark against use of a name or mark, a copyright will cover the written instructions that go along with your product. Many things can be copyrighted including written works, recordings of voice (spoken or musical), music (sheets, recordings, etc.), art (paintings, sculpture, etc.) and other works. The copyright gives your business additional protection against competition. As with the patent and the trademark, it requires an alertness to infringement for its usefulness to be maintained.

The Library has a complete set of the *Copyright Circular* publications of the U.S. Copyright Office, explaining what can be copyrighted and how to go about it, including necessary forms. Previous copyrights can be found in the *Catalog of Copyright Entries* at the Library, but this information is not up to date. It should be supplemented by making a written request to the U.S. Copyright Office for the more current information needed from the Office's in-house computer system. For more information on the U.S. Copyright Office's Services call (202) 479-0700.

GRANTS AND OTHER SOURCES OF MONEY

Whether a business is just starting out or is well-established, grants, contracts and venture capital can be supplemental sources of money. Not-for-profit organizations find useful the New York State Library's collection of foundation and grants information. Some of the best sources at the Library are *Foundations Grants Index, Foundation Directory, National Data Bank, Corporate 500: the Directory of Corporate Philanthropy, National Directory of Corporate Charity, Federal Funding Guide, Annual Register of Grant Support, The Grants Register,* and *ARIS Funding Messenger: Creative Arts and Humanities Report*.

For-profit businesses should be aware of the *Catalog of Federal Domestic Assistance, Federal Grants and Contracts Weekly, Commerce Business Daily, Guide to Federal Funding for Education, New York State Register, Federal Register* and other resources for information about grants, contracts and other monetary sources. To start a for-profit business, there are directories, guides, and handbooks to venture capital in *Pratt's Guide to Venture Capital Sources, The Arthur Young Guide to Raising Venture Capital, The Venture Magazine Complete Guide to Venture Capital, Venture Capital Handbook, Who's Who in Venture Capital* and *2001 Sources of Financing for Small Business*. A good guide to writing a proposal is *Guidelines for Preparing Proposals: A Manual on How to Organize Winning Proposals for Grants, Venture Capital, R&D Projects, and Other Proposals*, by Roy Meador. All of these publications can be found at the State Library.

NEW YORK STATE LIBRARY SERVICES

The New York State Library serves as the center of the New York State Interlibrary Loan (NYSILL) System. Information not available within local library systems may be requested from the State Library through interlibrary loan. Each public library has access to the State Library through its local public library system, and, similarly, libraries belonging to Reference and Research Library Resources Systems may place requests with their systems. The first 33 pages of print or first five microfiche will be copied free for libraries. Requests for copying must indicate compliance with the copyright guidelines or law. NYSILL requests for items that are not available at the State Library may be referred to one of nine other research libraries.

An alternative route to information is direct use of the Library, where self-service copying is 10 cents a page. The Library is open to the public from 9:00 a.m. to 5:00 p.m., Monday through Friday. For more information, call (518) 473-INFO (473-4636).

CONCLUSION

The special collections and the materials discussed in the first part of this paper, and others not mentioned, constitute a large source of potential information for businesses and people serving businesses. This information could be used to improve market positions, develop new products, achieve a fully trained staff and be in a position to profit from social and governmental changes.

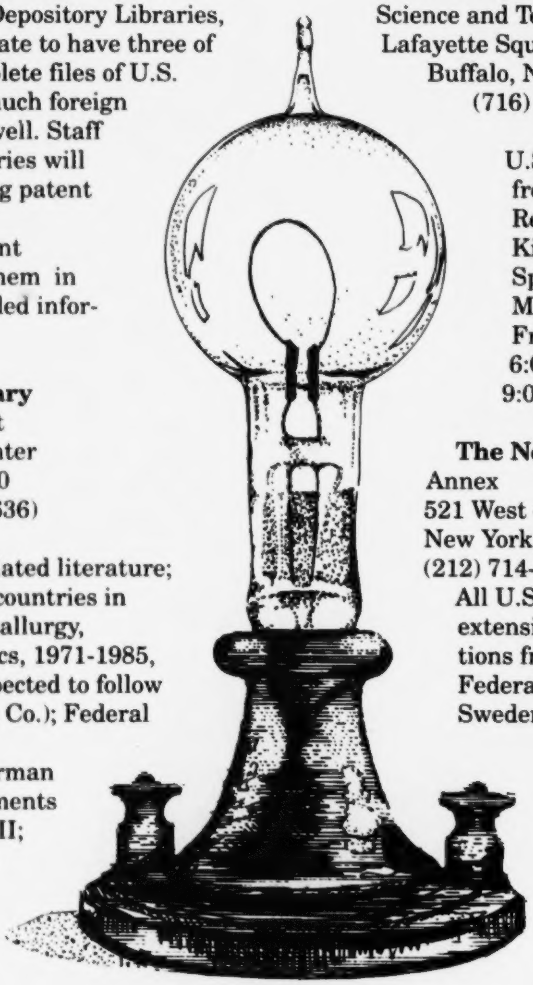
There is a line in Fred Astaire's song that can serve as a metaphor for what it means to have the right information in business. It is "I'm throwing off the bars that held me down." A lack of information needed to function productively is a bar to the prosperity of any business, holding it down while others, better informed, thrive. If you are a business person, remember that there is no bar to your use of the immense resources of the New York State Library, to get whatever facts, figures, broad knowledge or details, technical data, news or other types of information you need — or perhaps don't even realize you need. They are here, at the New York State Library.

NEW YORK'S PATENT DEPOSITORY LIBRARIES — STOREHOUSES OF TECHNOLOGICAL INFORMATION

The U.S. Patent and Trademark Office has established 65 Patent Depository Libraries, and New York is fortunate to have three of them. They house complete files of U.S. patent literature and much foreign patent information as well. Staff members at these libraries will assist users in searching patent literature using the CASSIS electronic patent database and will aid them in obtaining copies of needed information.

New York State Library
Reference Services Unit
Cultural Education Center
Albany, New York 12230
(518) 473-INFO (473-4636)

All U.S. patents and related literature; patents from all major countries in chemistry, plastics, metallurgy, refractories and ceramics, 1971-1985, with 1986 and 1987 expected to follow (gift of General Electric Co.); Federal Republic of Germany patents, 1957-1969; German patents in files of documents captured in World War II; Canada's Patent Office Record; United Kingdom's Official Journal (Patents); Patent Cooperation Treaty (PCT) Gazette; back files of patent publications from some other countries. Hours: Monday-Friday, 9:00 a.m.-5:00 p.m.



T. A. EDISON
Electric-Lamp

Buffalo and Erie County Public Library
Science and Technology Department
Lafayette Square
Buffalo, NY 14203
(716) 846-7101

U.S. patents and related literature from 1871; Canada's Patent Office Record from 1873; United Kingdom's Abridgments of Patent Specifications, 1855-1974. Hours: Monday, Tuesday, Wednesday, Friday and Saturday, 8:30 a.m.-6:00 p.m. and Thursday, 8:30 a.m.-9:00 p.m.

The New York Public Library
Annex
521 West 43rd Street
New York, NY 10036-4396
(212) 714-8529

All U.S. patents and related literature; extensive files of full patent specifications from Canada, Denmark, France, Federal Republic of Germany, Japan, Sweden, United Kingdom, U.S.S.R. (1987-); Patent Cooperation Treaty PCT Applications; European Patent Office patents; extensive files of patent abstracts from Australia, Belgium, Canada, France, Ireland, New Zealand, South Africa, Sweden, United Kingdom, U.S.S.R. and the European Patent Office. Hours: Monday-Saturday, 9:00 a.m.-5:00 p.m.

RENSSELAER LIBRARIES' SERVICES TO SPECIAL USERS: THE ALUMNI, LOCAL BUSINESS COMMUNITY AND RENSSELAER TECHNOLOGY PARK

By Collette O'Connell Holmes, Engineering Librarian and
Coordinator of Online Search Services,
Reference Services, Folsom Library,
Rensselaer Polytechnic Institute, Troy, NY

In 1824 Stephen Van Rensselaer, a Patroon and landholder in the Hudson Valley Region, founded Rensselaer Polytechnic Institute (RPI) in Troy, New York. Starting from a student body of 96 and a faculty of 4, Rensselaer has grown until today it has 6,000 students, 1,500 of whom are graduate students, and 1,900 faculty and staff. The university consists of five schools: Architecture; Engineering; Humanities; Management and Social Sciences. It offers more than 110 programs leading to bachelor's, master's and doctoral degrees and is best known for its programs in architecture, engineering, management and science.

From its founding, Rensselaer has had as its educational mission, "the application of science to the common purposes of life." As part of the university, the Rensselaer Libraries (the Folsom Library and the Architecture Library) share in this mission. While the Libraries' holdings of over 370,000 books, 900,000 documents and technical reports, and 4,500 periodical subscriptions are relatively small if compared with those of larger universities, the specialized nature of Rensselaer's collections along with membership in a cooperative consortium of the libraries in the Capital District area, the Capital District Library Council (CDLC), enable the Rensselaer Libraries to serve a population beyond Rensselaer's own faculty, students and staff.

ALUMNI

Of Rensselaer's approximately 56,000 alumni, some 5,000 live within about a 50-mile radius of the university. Many work as engineers, scientists, architects or businesspeople in the Capital District and still have close ties with Rensselaer. So, it is not surprising that some of these alumni rely on Rensselaer Libraries. For example, close to 300 local alumni are active borrowers. Moreover, the Libraries' reference staff frequently receives questions from alumni.

Although reference questions from local alumni may not seem unusual, questions from alumni 3,000 miles away do indeed seem out of the ordinary. Nevertheless, Rensselaer Libraries receive requests by phone and mail from alumni as far away as California. As is usually the case with alumni users, these people were regularly library users while students at Rensselaer. Perhaps they are unaware that there are libraries in their communities that can provide them with service. While the Rensselaer reference staff is more than happy to provide service to "long-distance" alumni, staff members also help these people identify libraries in their own communities by using the *American Library Directory*.

CAPITAL DISTRICT BUSINESS COMMUNITY

In addition to alumni, businesspeople in the Capital District make good use of Rensselaer Libraries' collections. Most often these users are interested in the technical collections. Rensselaer Libraries offer basically the same reference services to these outside users as they provide to Rensselaer faculty, students and staff. Furthermore, Rensselaer Libraries extend borrowing privileges to outside users from the area who are participants in CDLC's Direct Access Program. Over 400 outside users are active borrowers from Rensselaer Libraries through this program. What is more, off-campus users with personal computers and modems can access INFOTRAC, Rensselaer Libraries' online information system. (To avoid copyright conflict and general confusion, the Rensselaer Libraries will change the name of INFOTRAC to INFOTRAX starting in August 1989.) As a service, INFOTRAC is exciting because it offers bibliographic access via computer to Rensselaer's collections as well as to a special database of electrical engineering papers from the Institute of Electrical and Electronics Engineers. Because users can access INFOTRAC from their homes or offices as well as in the Rensselaer Libraries, it is an especially useful service to off-campus users. In some cases, Rensselaer Libraries' staff members refer users to other collections in the area. Typical examples of this are referrals to the

New York State Library's collections of standards and patents.

RENSSELAER'S INCUBATOR PROGRAM AND RENSSELAER TECHNOLOGY PARK

For many university libraries, alumni and the local community are not new user groups. Rensselaer's third outside user group is more unusual, however. In the past 10 years, industrial parks affiliated with universities have emerged as a new user group. At Rensselaer, the 1980s brought two industrial park groups: the Incubator Program, focusing on fledgling businesses, and Rensselaer Technology Park, housing high-technology companies. Both groups are served by Rensselaer Libraries.

Set up in 1980 on Rensselaer's campus, the Incubator Program aims to forge academic-business bonds, add to the area's technology-based businesses and help budding entrepreneurs. Currently, there are about 16 companies in the Program.

The Rensselaer Technology Park, located five miles south of the university in North Greenbush is a university-related industrial park owned by Rensselaer. Planning for the Park began in 1979, and the first tenants arrived in October 1983. As of November 1988, the Park housed 35 companies and over 850 employees.

The Incubator Program and Rensselaer Technology Park staffs use the Rensselaer Libraries as a selling point.

The Incubator Program and Rensselaer Technology Park staffs still use the Rensselaer Libraries as a selling point to prospective tenants because the Libraries provide tenants with the same services offered to Rensselaer faculty, students and staff. These services include reference and research at no charge, online search services on a cost-recovery basis and access to INFOTRAC.

Starting in March 1989, Rensselaer faculty and staff, as well as employees of the Incubator Program and Rensselaer Technology Park, will also use INFOTRAC to access some special library services beyond bibliographic databases. These services, collectively called "Request Service," enable a user to gain access to the Folsom and Architecture Library collections more easily and conveniently. Request Service is an electronic mail service that users can dial into from home or office. Using Request Service, users can:

- request photocopies of library materials or books from the stacks
- request materials through interlibrary loan
- ask that books be recalled from loan
- review their borrowing records and request that a current loan be extended
- update their library directory information

To use Request Service, a user just sets up a computer account with Rensselaer's Information Technology Services and registers with the Circulation Department at Folsom Library. The Service is particularly appealing to Technology Park tenants because they can do a lot of library work without leaving their offices. What is more, charges for using Request Service are nominal. The user pays only for library photocopy charges and computer connect charges.

Technology park employees are somewhat of a hybrid, straddling the worlds of alumni and outside business community.

Since 1980, the number of technology parks affiliated with universities has steadily increased. In 1980, Rensselaer's Incubator Program was one of the first in the United States; today there are over 260 such programs in the country. As an outside user group for libraries, technology park employees are somewhat of a hybrid, straddling the worlds of alumni and outside business community. Like alumni, technology park employees are affiliated with the university, and, in some cases, park employees are alumni. Like local business people, technology park employees generally want technical information. Libraries, particularly academic libraries, are faced with the question how best to serve the technology park staff. It may be useful to summarize some findings of a recent study on library service to technology parks. The study was done by Linda Luther, a librarian from the South Australia Institute of Technology.

LUTHER STUDY ON TECHNOLOGY PARKS AND LIBRARIES

In spring 1988, Linda Luther visited libraries in the United States and England that were affiliated with technology parks or offered services to local businesses. In the United States, Luther visited libraries at the University of Utah, Texas A&M, RPI, the University of North Carolina at Chapel Hill, North Carolina State University at Raleigh and Duke University, as well as the state libraries of New York and North Carolina. The libraries that she visited in England were Ashton University, University of Warwick, University of Bradford and Cambridge University. In her report, *A Review of Information Services Provided to Science Parks in the United States and England*, Luther compares the services offered by these libraries and makes some observations about library service to industry.

For the most part, the libraries that Luther visited offered industrial users the following services:

1. borrowing privileges
2. online search services at direct cost
3. photocopy service (In some cases libraries accepted phone and mail requests.)
4. access to the library's online catalog.

Luther found that libraries offered these services to technology parks or outside businesses to offer faculty and students the opportunity to interact with industry, develop entrepreneurial skills and solicit funding from outside their institutions.

The librarian must fit into the companies' environments.

According to Luther, funding for services to industry generally poses two problems for libraries. First, in most cases no additional staff members are hired to support these services. Second, funding for these services generally comes from the library rather than the university or technology park.

In her study, Luther gives some commonsense advice for offering service to industry. She thinks that, while the number and nature of staff employed to provide service may vary, if one person is in charge of the service and serves as the initial contact for clients, the service has a better chance for success. Furthermore, staff members need experience in offering specialized services to provide quality service, and they must be professional in appearance, be easy to work with and have a strong desire to succeed. Most importantly the librarian offering the service must fit into the companies' environments rather than appear as an integral part of the library.

In Luther's opinion, factors that increase use of the library by technology park employees are varied. However, these factors include having technology park staff members who have appointments to the academic staff, are graduates of the university or are devoted library users and, of course, have a collection that is relevant to the technology park. Luther also points out that technology park employees are good at identifying resources outside their libraries. These sources include government agencies, free trade publications and personal contacts. In some cases, Luther found that collections develop within a company once the company reaches a certain size.

Finally, Luther suggests some ways to increase library use by technology park staff. These include: a newsletter from the library to keep the technology park employees up to date on services, special seminars on how to use the library and visits from library staff to technology park businesses.

CAN SMALL COLLEGE LIBRARIES SERVE THE BUSINESS COMMUNITY? SHOULD THEY?

By John Barrie, Director, Library and Student Services,
Long Island University / Rockland Campus, Orangeburg, NY

Businesses often depend on current, accurate information when making decisions that will keep them competitive and profitable. Should small college libraries be identified as suppliers of this information? In the face of proliferating cost, limited budgets and insufficient staff, can these libraries extend this service outside their college community? This paper examines these questions. To help find the answers, a survey was conducted of the small college libraries located in the lower Hudson River Valley region of New York State.

THE TRADITIONAL SMALL COLLEGE ROLE

Traditionally, small college libraries have viewed their mission as providing access to instructional resources to members of the college community for successfully carrying out their programs. To underscore this, the Middle States Association of College and Secondary Schools' Commission on Institutions of Higher Education stated in 1959, "the primary characteristic of a good academic library is its complete identification with its own institution. The measure of its excellence is the extent to which its resources and services support the institution's objective."[1]

THE FUNDING CHALLENGE

Complicating this primary task is the challenge that small college libraries now face to obtain funding sufficient to maintain their existing collections and at the same time respond to changes in curricula and satisfy the needs, brought about by a rapid expansion of knowledge, for the acquisition and maintenance of new technology. The average price of books in the field of technology increased 156 percent between the years 1975 and 1985. During the same period, the price of books devoted to education rose almost 136 percent, and business book prices increased nearly 193 percent. Additionally, a 1983 subscribers survey produced by *Choice* revealed that many college collections were not substantial in size. Out of 383 survey respondents, 63 percent had collections under 100,000, and 41 percent supported collections under 50,000 volumes. Furthermore, even the smallest college library has found it necessary to acquire new and extensive computer and telecommunications technology for facilitating online reference services. So, we may conclude that during the past decade library budgets have seemingly grown at an arithmetic rate, in many cases not even keeping up with inflation, while the cost of instructional resources continues to grow exponentially.

SURVEY METHODOLOGY

The evidence presents a convincing argument against the proposition that small college libraries would be willing to reach beyond the scope of their own institutions to provide services to the business community. Yet, is this really so? To ascertain the attitudes of small college libraries as to whether or not they should or even can provide service to businesses, a questionnaire was mailed to small college libraries in the lower Hudson River Valley region of New York State. For this study, small college libraries are defined as libraries representing academic institutions with a student body of no more than 2,500 and a professional library staff of no more than 10 librarians. Book holdings of the surveyed libraries ranged from 35,000 volumes to 180,000 volumes. More than 68 percent of the libraries (13 of 19) completed the survey. Those who completed the questionnaire held the position of Director of their library. The questionnaire asked for information concerning: whether these libraries should serve the business community; whether the libraries already provide service to businesses, and, if so, how this service has affected the library and its staff; and whether libraries should publicize their willingness to serve businesses.

FINDINGS

A majority of the surveyed libraries, contrary to expectations, expressed a willingness to be suppliers of information to the business community. Seventy-seven percent of the respondents believe that they should provide such service. Seventy percent of this group and 69 percent of all respondents already do, in fact, provide some type of service in response to inquiries from local businesses. Of those libraries that responded that they do not serve businesses at present, 75 percent stated that they would want to.

Although 69 percent of the responding libraries provided service, the number of inquiries from the business community has not been extensive. The survey shows that 55 percent of those libraries that responded to inquiries did so on an average of less than once per week. Only 44 percent received between 1-10 requests per week, and none of the libraries received more than 10. Although the current service level is not high, it must be recognized that a fundamental perception is growing, and now the business community has the opportunity to turn to local colleges for help in coping with the current information explosion. None of the responding libraries has found it necessary to enter into contractual agreements with businesses to supply them with subject research services.

None of the responding libraries has developed a written policy outlining its policies on service to the business community. On the whole, libraries responding were willing to assist businesses with reference questions, either in person or over the telephone, and would allow them access to their book and periodical collections, photocopiers and online reference service. However, only 23 percent of the libraries (3 of 13) extended borrowing privileges, and only one library provided businesses with interlibrary loan service. Forty-four percent did provide local businesses with online reference service. Sixty-nine percent of all respondents and 78 percent of those libraries that already serve the business community felt that small college libraries should publicize their willingness to serve businesses. However, not one of the libraries found it necessary to order library materials specifically for the businesses served.

The average size of the professional staff for the responding libraries was four and three-tenths librarians. The smallest staff was comprised of two professionals, and the largest had eight librarians. (In many cases, answering a business request would occupy at least 25 percent of the library staff.) The survey revealed that 77 percent of all respondents and 67 percent of those libraries that already serve businesses do not have a business specialist on their staff. In the three libraries where there is one, this person must perform additional duties such as general reference and/or collection development.

Reference service by its nature is an individual-to-individual transaction that can require considerable amounts of time and is cost-intensive. Libraries were asked, in the questionnaire, if providing service to the business community presented any trouble to the library staff. Sixty-seven percent of the libraries that respond to local business inquiries stated that their staffs were able to maintain this service without trouble. However, 33 percent of the responding libraries found that their staffs had some trouble in maintaining this service along with the service they provided to their students and faculty (even though two of three libraries responded on an average to less than one inquiry per week, and the other library received only between one and ten inquiries per week). None of the libraries felt that providing this service caused more trouble than expected.

These libraries consider, and even expect, that by helping businesses they are establishing good community relations and obtaining favorable publicity for their schools.

As previously noted, libraries in general are continually concerned with increasing costs and limited resources. This need has forced some libraries to develop alternative means of funding, such as charging service fees. Many universities see fee-for-service as an integral part of recovering costs of operating and staffing their libraries. Some fee-based programs are started as protection in reaction to demands from local businesses. An assumption could be drawn that the libraries queried would reflect a similar policy. However, 89 percent of those libraries that provide service to businesses do not charge a fee per transaction. Instead, these libraries consider, and even expect, that by helping businesses they are establishing good community relations and obtaining favorable publicity for their schools. Most of the libraries, even those that consider this activity a community service, recognize that this service would improve their potential for obtaining donations. One library even thought that this service would aid in the recruitment of students.

In almost every case, those libraries that refrain from providing service to the business community do so out of a belief that their collections are inadequate to support such a service. Only one library considered service to the business community a diversion from its primary function and a detriment to the service provided to its students. So, the overwhelming number of respondents, regardless of whether they provide a service to the business community, have concurred that there are beneficial outcomes to be expected from supporting such an effort. Yet, in practical terms, these expectations have not always been satisfied. This questionnaire reveals that 67 percent of these libraries are uncertain whether their expectations for serving local business have in fact been fulfilled, while 33 percent have concluded that their expectations have been met.

The one service established on a for-fee basis has been online reference searching, due to the substantial direct and indirect costs associated with it. The direct costs include the vendor's charge for connect time and/or the information units delivered, the telecommunication charge, and the printout cost. While the indirect costs include primarily staff time, they also can include equipment cost, the cost of searching publications and general institutional overhead. All of the libraries that provide online reference service to the business community do so only on a pay-as-you-use basis. This represents a dramatic change from a 1984 study conducted by the Center for Business Research of Long Island University, which noted that 69.7 percent of academic institutions charged community clientele for online search services.[2] The reason for such a large change may be found in the fact that small academic libraries have experienced deepening budgetary problems and, therefore, they can no longer afford to cover the costs for this service.

CONCLUSION

Results of this survey indicate that the small college libraries surveyed have expanded their service policies beyond their mission to provide instructional resources to members of their college community. These libraries believe that they should and can be identified as suppliers of information to the business community.

The survey revealed that small college libraries believe that they can provide this service, at least on a limited basis, without reducing the effectiveness of their staff and without reallocating library resources. Budgetary pressures notwithstanding, the respondents have accepted this responsibility without consideration of payment (except for online reference service). The surveyed libraries expect that in addition to providing a community service, service to business will reward them with publicity and improve their potential for receiving donations in the future.

Although not yet extensively utilized, this service represents a fundamental change in how small academic libraries may be perceived by the business community, which needs to stay abreast of its information needs. These libraries have also expressed a belief that it would be useful to publicize their willingness to serve the business community.

This survey shows that some small college libraries are seeking to play a more relevant and responsive role in the community and to reach beyond their traditionally perceived mission.

REFERENCES

[1] Middle States Association of Colleges and Secondary Schools, Commission On Institutions of Higher Education, "Characteristics of Excellence In Higher Education and Standards For Middle States Accreditation" (Document No. 3.00), New York, Middle States Association of Colleges and Secondary Schools, 1959. p. 3.

[2] Breen, Margaret L., "Charging for Online Search Service In Academic Libraries," *College and Research Libraries News,* v. 48, n. 7, July/August 1987. p. 402.

RESEARCH TO CHRONICLE HISTORY OF NEW YORK STATE LIBRARY

The coordinator of an oral history project at the New York State Library is seeking former employees who would be willing to share their memories of working at the facility. Shawn Purcell has received an independent grant of $6,600 from the H.W. Wilson Foundation to locate 20 or 30 former employees for taped interviews to document development of the Library from the disastrous 1911 Capitol fire to about 1960, with special emphasis on post-World War II reinvigoration and the modern library movement.

The information gathered will be transcribed, indexed and made available through interlibrary loan. It will be promoted as a demonstration project for local oral history through grantsmanship.

The New York State Library Oral History Project, slated for completion by September 1989, is being cosponsored by the State Library and the School of Information Science and Policy at the State University of New York at Albany. Anyone wishing to participate by making suggestions for individuals or general subjects worth pursuing may contact: **Shawn Purcell, Coordinator, State Library Oral History Project, Cultural Education Center, Albany, NY 12230, (518) 474-3902.**

WHITE HOT DOGS AND SERVICE TO BUSINESS

By Robert J. Scheffel, Librarian, Education Division, and
Carolyn Johnson, Head, Business, Economics and Law Division,
Rochester [NY] Public Library

Driving through the Adirondacks a year ago, my wife and I stopped at a hot dog stand for a quick nosh. When asked by the proprietors where we were from, we naturally replied Rochester, which was met with blank stares and questioning shrugs. So we offered the synonyms that first sprang to mind, "You know, Kodak, Xerox, Bausch and Lomb, white hot dogs..."

Oh.

THAT Rochester.

If we had said "snow," they would have thought Buffalo; if "Orangemen," it would have been Syracuse. We relied on Rochester's reputation as a business center for companies large and small and as a place where the entrepreneur has flourished, from the days of George Selden, one of the first to develop a gasoline-powered road vehicle, to the proprietors of Chester Cab Pizza.

In keeping with that spirit, and in connection with our own duties as information providers, we investigated some of the library services available to Rochester area businesses to see how they serve the large and ever-changing economic segment of our community.

ACADEMIC LIBRARIES

The libraries we visited generally make few restrictions on the public's access to their collections, though, in the case of the universities, responsibilities to the students and faculty are foremost. As expressed by Vicky Burns, Management Librarian at the University of Rochester, "Although the Management Library stacks are open, the focus of our reference assistance is supporting the University user group. Those not affiliated with the University may call the library to inquire about accessibility of collections and services for their purposes." Certainly the collection of the Management Library is open to any businessperson, as is ready reference service if staff is available. But other services such as the CD-ROM databases are there solely for the business students' use.

Similar priorities exist at the Rochester Institute of Technology. Margaret Black, Business Librarian at the Wallace Memorial Library, noted that calls from businesses for general reference service average about fifty a month. The requests usually relate to the collection specialties: printing and marketing in photography and the arts. For anything too detailed, however, the patron is advised to come in. The library makes online searching available, but at a $30 flat fee plus online charges. Other college libraries such as Nazareth College, St. John Fisher College and Community College of the Finger Lakes also will do online searches for a fee if time permits or if they have the subject expertise desired by the patron.

A more specialized university collection is the one available at the Rochester branch of Cornell University's New York State School of Industrial and Labor Relations. Charlotte Fraser, the librarian, indicates that the collection and reference service are available to everyone (the public by appointment). Many small businesses make particular use of the resources pertaining to arbitration, much of it not available in a single collection elsewhere in the area. Such series as the National Academy of Arbitrators' annual *Proceedings* provide unique information in the area of industrial relations.

SPECIAL LIBRARIES

While even the New York State Appellate Division Law Library may be lacking in some resources, its extensive collection of over 200,000 volumes certainly covers a lot of unique ground as well. The recently appointed director, Kate Storms, is making a concerted effort to adhere to the library's mission statement as delineated in Section 815 of the State Judiciary Law:

> The Library shall be maintained as a free public library for the use of the people of the state, the appellate division of the supreme court in the fourth judicial department, the supreme court and other courts of record of the seventh judicial district and the local courts of the county of Monroe and the City of Rochester.

Although the library restricts borrowing to members of the New York bench and bar, anyone may freely use the collection. Its greatest use is by attorneys and accountants, although businesses reap the benefits of those services indirectly as clients of the library's patrons. Ms. Storms hopes that, through greater outreach, the library soon will be perceived as not just a place for lawyers.

Other special libraries located in Rochester have focuses also beneficial to businesses, two of them in organizations unique to the area. The Center for Environmental Information is recognized internationally for its expertise in the field of acid rain and global climate change, but it is known locally as a clearinghouse for information about a myriad of environmental issues. Unlike many environmental agencies and organizations, the Center does not take positions on issues. Fred Stoss, Director of Library and Information Services, added that the Center also often acts as a gateway to other agencies that address problems concerning environmental regulations, in particular those pertaining to chemical and hazardous waste producers. The library itself can provide information such as names of waste haulers, resources on proper disposal techniques and assistance with the identification of possible hazardous materials — all of interest to businesses that might generate waste products. Mr. Stoss noted that although the library has a special collection devoted to subjects of interest to small businesses, the resources and services of the library are underutilized by the business community.

Another agency unique to Rochester is the Center for Governmental Research, an organization originally formed to provide nonpartisan research to assist community policymakers in decision making. Because it is an affiliate of the State Data Center (see Robert Scardamalia's article elsewhere in this issue), businesses make use of information from the Center's census tape files. (All tape searches are provided on a cost recovery basis.) Even graphic representations of data can be provided if necessary. The Center keeps on hand current census publications covering the Rochester area as well as archival resources for trend analysis. The collection, to a large extent, reflects the areas of research pursued by the staff since The Center's beginning in 1914. Librarian Marlene Bundy described a current focus of the collection as high technology, with material relating to economic development in the optics and photonics industry, fields on which Rochester built its reputation. Many entrepreneurs now entering high-tech fields find this library an excellent place to start.

PUBLIC LIBRARIES

Certainly the most well-used and visible information centers to the business community are those belonging to the public library system. The larger town libraries of the Monroe County Library System and the branch libraries of Rochester Public Library provide at the very least a core of basic business reference books including industrial directories and investment services. Because of the number of small businesses in Rochester's surrounding towns and the residence of executives there, the use of business-related materials in town and branch libraries is constant. Business patrons use many of these resources to target potential customers or to research specific industries. Small business owners may refer to books on business plans or to collections of sample business forms and contracts to use as guides. Town and branch libraries also offer a major service to people with business interests by providing collections of the more popular and basic management books.

ROCHESTER PUBLIC LIBRARY

The nexus of the public libraries in Monroe County is the Central Library of the Rochester Public Library system. The Business, Economics and Law Division houses most of the major sources of current business information one would expect to find in a major metropolitan library. The Division collection evolved over the years since the Library's founding in 1911. The older statistical and financial resources now provide specific bits of information as well as resources for studies of historical patterns. Unlike other libraries serving businesses, Rochester Public Library responds to a heavy demand for reference service. Division staff field over 3,500 questions a month — from simple stock information and addresses of companies to more complex queries for demographic and industrial statistics.

Recently, to respond to the ever-increasing inquiries regarding small-business information and the high-loss rate of relevant materials, the Division established a separate "reference only" collection for small business by duplicating titles already owned as circulating books. Subjects range from business planning and financing to management topics. Since these materials are always in high demand, this special reference collection assures their availability and allows patrons to view the titles as a group.

ROCHESTER REGIONAL LIBRARY COUNCIL

Since no institution can hope to be absolutely complete in the information that it provides, the Rochester Regional Library Council (RRLC) augments each member's holdings through the interlibrary loan network. The Council at times acts as a referral point for small businesses, usually steering them to the public libraries, who in turn can provide interlibrary loan service if unable to fill the requests themselves. In the case of online searching, if necessary, RRLC can put businesses in touch with an information broker or a library that may do searching for a fee. The biggest business users of the interlibrary loan service are, not surprisingly, the corporate members of the Council. While their libraries may be large enough to contain many major reference sources, they often need to tap local specialized libraries as well.

> *Rochester is fortunate in both the number and the quality of its libraries. For local businesses, the bottom line is that there is no real limit to their access to library collections.*

THE OVERVIEW

Rochester is fortunate in both the number and the quality of its libraries. For local businesses, the bottom line is that there is no real limit to their access to library collections, though, because of responsibilities to the populations served, reference and advisory services vary with the library. The public libraries have a duty to the entire community; on the other hand, University and special libraries, logically enough, serve their students and staff first. Reference service is certainly not denied to any patron by any of these libraries, but it is limited to ready reference. If other services are offered, they are done necessarily on a cost-recovery basis. Thus, business use of nonpublic libraries remains primarily the use of materials in the collection. Of the libraries polled, those offering online searching for a fee observed that searches are infrequently requested. These services are not publicized, of course, and members of the business community are not actively targeted as prospective "customers." Certainly, more publicity could generate more usage, but every library is working at capacity already.

The point is, however, not how overworked we librarians may be, but how well the public is being served. If, at present, businesses primarily require access to material, it will be provided. And in the best spirit of libraries everywhere, the gaps of one collection, be they a result of budget, space, or mission, can still be supported by the expertise and specialties of others. What we have presented here is what is available to business in Rochester. We have no doubt that other communities have consortia and special libraries that meet the needs of their business constituents in the best manner they possibly can. That is what we in Rochester — home of cameras, copiers, eyeglasses and white hots — feel we are capable of, and what we know you are capable of, too.

CLOUDSLEY AND WEDGEWORTH APPOINTED TO REGENTS ADVISORY COUNCIL ON LIBRARIES

The New York State Board of Regents have appointed Donald Cloudsley, Director of the Buffalo and Erie County Public Library, and Robert Wedgeworth, Dean of the School of Library Service at Columbia University, to the Regents Advisory Council on Libraries. Each will serve a term ending September 30, 1993. They succeed Tyrone Cannon of New York City and John Rothman of *The New York Times* Archives.

The nine-member Council advises the Regents on State policy regarding the New York State Library, library development programs, legislation, and library aid programs. Other members of the Council are: Evelyn Brandon, Professor Emerita, Rochester Institute of Technology; Helen F. Flowers, school library media specialist at the Bay Shore (Long Island) High School and President of the New York Library Association; Esther Lopato, Brooklyn; Elizabeth Manion, Librarian of the Marlboro Public Library; Richard Panz, Director of the Finger Lakes Library System; Zebulon Robbins, Director of Educational Communications at the Albany-Schoharie-Schenectady BOCES; and Nina Root, American Museum of Natural History, New York City. Mr. Robbins is Chair of the Council; Ms. Manion is Vice Chair.

Nominations for appointments to the Council and other advisory panels are welcomed by the Education Department. They should be sent to: **Joseph F. Shubert, State Librarian and Assistant Commissioner for Libraries, New York State Library, Room 10C34 Cultural Education Center, Albany, New York 12230**.

THE LIFELONG LEARNING CENTER: BUILDING EMPLOYMENT SKILLS

By Maureen Dorgan-Moffat, Communications Specialist,*
Literacy Volunteers of America, Buffalo, NY

The Lifelong Learning Center of the Buffalo and Erie County Public Library opened in December 1986 to provide vital career, educational and job information to the public.

A feasibility study had been conducted in 1985 to determine the practicality of creating a center that provided information and services related to self-assessment, career planning and job hunting skills. The Job Information Center had been in existence since 1975 and was housed in the Business and Labor Department of the Library. Funds fluctuated over the years, but a well-selected book collection on career planning, resume writing, job hunting and civil service exams existed, and staff in the Business and Labor Department provided quality service to the public. Workshops were offered on a variety of topics intended to build job skills. The public's demand for job services increased as the job market in Buffalo shrank during the late 1970s.

It became clear that development of a center to provide this specialized service was practical. The Library's higher education, financial aids and career books were added to the Job Information Center collections. At the same time, the library system was developing a special collection of books for adult new readers in the Education Department. Understanding that literacy and employability are inextricably tied, the administration added the new reader's collection to the plan for the Lifelong Learning Center.

The Center's budget included LSCA Title I Literacy and Job Information Center grant funds. Just days before the Center's opening, a private trust was given to the Library for the Center's development. The Center was named the Peter C. Cornell Lifelong Learning Center.

Visibility and easy access were key marketing strategies.

The initial staff included a full time librarian as the coordinator and three part-time senior pages. The book collections required technical services, and, within three weeks, approximately 10,000 volumes were relabeled and restamped, and computerized circulation records were changed to reflect the books' new location.

While this book preparation was being accomplished, space was appropriated for the Center on the first floor near the Library's main entrance. Visibility and easy access were key marketing strategies. Many of the Center's patrons are employed by the City's downtown businesses. They step into the Center on their lunch hour looking for materials to enhance their current job status or to pursue positions that provide for upward mobility or lateral security in other firms. Quick and efficient retrieval of timely material is essential to this clientele. The Center was carefully arranged to entice nontraditional library users also. Many adults never visit a library after their school days. For some, school experiences were not positive ones. For this group and for nonreaders, card catalogs present barriers to library use, so the Center does not have a card catalog. Personal assistance and encouragement are necessary services in this Center. Department members are trained to be aware of nonverbal signals that indicate the need for assistance. Books are arranged on special face-out shelving and marketed in subject clusters that reflect the way users search for information.

Individuals who are in the process of job hunting, educational and career planning, or learning to read require sensitivity and patience. They are often at their most vulnerable point.

Staff members are chosen selectively to provide friendly and in-depth reference service. Individuals who are in the process of job hunting, educational and career planning, or learning to read require sensitivity and patience. They are often at their most vulnerable point. (Consider the last time you were unemployed or trying to learn something new.) They often have to provide background information and personal data for the librarian to provide the best possible information or referral. A proper library setting must be created for confidentiality.

---

*The author formerly was Coordinator, Peter C. Cornell Lifelong Learning Center, Buffalo and Erie County Public Library.

The Center's users frequently "move into" the department for awhile. They work independently and seek assistance as they determine the need. They share their progress, successes and frustrations with the staff. The librarians need to possess excellent library skills, a wealth of community service knowledge and upbeat personalities. This can be very rewarding librarianship.

Public access microcomputers were added to the Center's services in March 1986. Three Apple IIEs, one Macintosh Plus and one IBM PS 20 were provided for public use. Over 100 software titles are available for use in the department. This area of service can be very demanding. Teaching basic computer literacy is not possible because of staff shortages. Some tutorial software is available and most individuals are self-taught on Apple and Macintosh computers. Software programs include word processing, database, spread sheet and educational topics. Computer users include individuals from the business sector, graduate students, freelance writers, ex-convicts, high school students, homemakers and individuals who are writing their resumes.

A computerized career planning software package called DISCOVER is available on the IBM. Independently, individuals can work their way through the career program at their own pace. Some users stay for several hours and others return frequently to assess their skills and work styles. Academic information is also available on DISCOVER.

Timely information is the key to the Center's services. Vertical files are constantly weeded and expanded to provide topical and late-breaking information. Job information changes daily. The market fluctuates with the political and financial circumstances. Files include information on over 400 career titles, employment, education, civil service and more. This area of the department requires dedicated attention to weeding, selection and current events in the business world, but the effort is worthwhile.

While want ads cover only 15 to 20 percent of the jobs available, the Center provides want ads for eight major cities in the United States, *National Ad Search, The Federal Jobs Digest, Wall Street Journal's National Business Employment Weekly, The Chief* (a civil service newspaper) and others. The public is also referred to trade journals, chronicles and other sources of job openings that are held in the Library's other departments.

> *The hidden job market is an area that most people either do not know about or do not feel capable of cracking.*

The hidden job market is an area that most people either do not know about or do not feel capable of cracking. While the Center does not serve as a broker or placement service for any businesses, the staff strives to educate the public about the hidden job market. After a brief assessment of the user's area of job interest, librarians provide reference information and referral to the type of corporation or service organization that might be interested in the individual's skills. This may involve referring the individual to the Business and Labor Department's industrial directory and trade journal materials. It may include referring users to service agencies in the community that can use their skills.

Most individuals are fearful of making "cold calls" for job interviews. A useful technique that is shared with the Center's clientele is the information interview. The job hunter is encouraged to research the industry of choice and compile a list of companies (and the name of an individual within each company). The person can make an appointment to ask for advice and information about the career chosen. Most professionals are happy to provide a few minutes to discuss their profession and may even feel proud to be asked. The job hunter prepares for the interview and develops a list of key questions. This information interview provides the job hunter with valuable interviewing experience and an opportunity to showcase interpersonal skills and build a list of valuable contacts. This technique has been used by successful salespeople for years. Generally, the interviewer will provide another contact name if asked. This gets the ball rolling and the job hunter "gets a foot in the door."

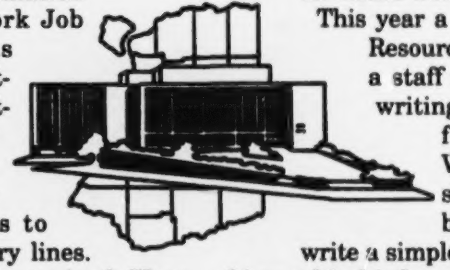
Some of the Center's users require basic skills. Individuals call the reference telephone line asking where they can learn to read, where they can take the GED exam and where they can take high school equivalency classes. Librarians use a referral list that was developed in the Center to provide the names and numbers of several services in the caller's area. These community services ebb and flow with funding. So, it is essential that several agencies are provided to enable the caller to make a successful connection.

> *They created a coalition of job service providers when it was apparent that the providers were struggling to keep up with each other's services.*

The Center's professional staff participate in many community professional groups and coalitions. Members play key roles in many groups, and they created a coalition of job service providers when it was apparent that the providers were struggling to keep up with each other's services.

When the Center was being developed, the coordinator visited all job service agencies in the Buffalo area to gather information about their services. During this process, one agency would refer to another agency's services. When the coordinator asked the next agency about those services, frequently it was found that some had been eliminated due to lack of funding. It seemed that the Library could provide a valuable service by calling all the job service providers together at a single meeting where they could introduce themselves and their agencies' services and share brochures, handouts and business cards. In the process of assessing interest in this sort of gathering, a small group of the job service providers and the coordinator created the basis for a professional organization that meets monthly. They share up-to-date information about their agencies and the job services profession, and they have a speaker discuss a topic of common interest. A librarian from the Center participates in the meetings each month.

In order to provide accurate information and referral, the Western New York Job Services Providers Directory was developed by the Center and distributed to all the job service providers listed. The agencies' services, contact persons, and other information are listed. Many individuals in the Buffalo area have lost their jobs to automation and robotization of factory lines. These people need to be retooled and retrained. They are referred to services that provide such help.



Literacy is required in today's job market. Projections for the future indicate that America's job market will increase in service areas rather than in the manufacturing industries. The future market will require higher level reading skills and the ability to reason and solve problems. This will leave many individuals out of the American dream unless they build their skills beyond the basics.

The Center plays a leading role in the literacy activities of the region. Participation in PLUS Campaign activities, literacy coalition sponsored events and community awareness campaigns is part of the Center's activities. The Center created the *Western New York Adult Literacy Service Providers Directory,* a listing of over 160 literacy services available in eight western New York counties. This directory facilitates telephone and desk reference referral for individuals inquiring where they can learn to read or prepare for their GED.

> *Many individuals in the Buffalo area have lost their jobs to automation and robotization of factory lines. These people need to be retooled and retrained.*

The Center's Literacy Resource Room was created for students and tutors to use. Previously, students were tutored in the open areas of the Library. Privacy was a problem, and active discussion and demonstration were necessarily minimal. The Resource Room, located near the front entrance of the Library, is easily accessible, yet private. Reading materials, videotaped lessons, teaching guides and computer software are available for new readers and their tutors. The Center's staff encourages the students and tutors to feel at home in the Resource Room. Many teams stay for hours working on lessons.

This year a new service is being added to the Resource Room. With LSCA Title I funds, a staff member was hired to teach basic writing skills. Literacy tutoring usually focuses on basic reading skills. When a student acquires these skills, he or she may wish to begin basic writing. One can learn to write a simple letter, fill out forms or write autobiographical information. Marketing the writing classes through the Center's literacy coalition contacts results in accessing appropriate and interested students. The tutors are aware of progress made in writing and reading and can build on success in both areas.

The Center has a reputation for providing excellent seminars and workshops on building job skills. The public often asks when we are scheduling future workshops. Local professionals in the job service area, educators, social service providers and other experts are called upon to provide free workshops for the public. The Center has established solid relations with all the major educational and service organizations in the Western New York region. When these groups are asked to provide speakers, they always agree. Workshop attendance is excellent. In addition to routine library duties, the Center's librarians plan, coordinate and market the workshops. Individuals who have never used the Library before participate in these workshops. Bibliographies and guides to the Center are always provided at these sessions as an introduction to the Center's services and the services of the Library at large.

Marketed to attract users, the Center frequently is the springboard or entryway to other reference services within the Library.

The Center plays an interesting role in the Library. Marketed to attract users, the Center frequently is the springboard or entryway to other reference services within the Library. Because of its location, the Center is often the first department that the public sees. The Central Library in Buffalo is large, and the individual often needs help in "getting his bearings." The Center provides this basic directional service.

The Center provides information in every format available. Books, videotapes, tape cassettes, pamphlets, computer software and seminars on employment and literacy are provided. Adults have individual learning styles and preferences, and the Center strives to provide for those differences. A holistic approach to reference service is provided. Dealing with adult learning and employment problems requires understanding the individual as a "whole." With social services, educational institutions and job service providers spread throughout the county, the client is confused about his options. While some individuals need just a single book that will help them revise and refine their resumes, others need a full spectrum of referral services to achieve basic skills, self-assessment, career planning and job entry.

The Center is open 60 hours each week. The staff provides basic directional information, simple retrieval of information, job and career counseling, in-depth extended reference and community referral and, most importantly, encouragement.

Knowing today what tomorrow's world will need prepares the individual for success.

In today's changing job market, survival and success hinge on being informed and highly skilled. Knowing today what tomorrow's world will need prepares the individual for success.

BIBLIOGRAPHY

Abrams, Kathleen S., *Job Prep 2000*, Wausau, WI, Entwood Publishing, Inc., 1986.

Carnevale, Anthony P., Gainer, Leila J., and Meltzer, Ann S., *Workplace Basics: The Skills Employers Want*, Alexandria, VA, American Society for Training and Development, 1989.

Chisman, Forrest P., *Jump Start: The Federal Role in Adult Literacy*, Southport, CT, The Southport Institute for Policy Analysis, 1989.

Hudson Institute, Inc., *Workforce 2000*, Washington, D.C., U.S. Department of Labor, 1987.

Hudson Institute, Inc., *Workforce 2000; Executive Summary*, Washington, D.C., U.S. Department of Labor, 1987.

"Job and Career Information Centers for Public Libraries" in *The Public Library Reporter*, No. 21, Chicago, American Library Association, 1985.

"The 1988-89 Job Outlook in Brief" in *Occupational Outlook Quarterly*, v. 32, n. 1, Spring 1988. pp. 10-45.

Skagen, Anne, Ed., *Workplace Literacy*, New York, American Management Association, 1986.

WE'RE GOOD FOR BUSINESS

By Erica Grodin, Head, Information and Reference Services,
Finkelstein Memorial Library, Spring Valley, NY

Finkelstein Memorial Library, located in central Rockland County in the lower Hudson Valley region, is a school district library serving a community of over 80,000 people in the East Ramapo Central School District. Founded in 1917 with its original quarters in a millinery shop, the Library, the largest public library in the County, now houses a collection of over 200,000 volumes in a recently completed new facility. The Library serves a countywide population of over 270,000 and attracts users from neighboring Orange and Sullivan counties in New York and Bergen County in New Jersey.

SERVICES AND COLLECTIONS

Reference service is provided in the Library and over the telephone. For a small company, the service can be as simple as obtaining a zip code when the post office is closed (the Library is open until 9:00 p.m. four evenings and until 5:00 p.m. on weekends) or how to address certain types of business correspondence. The Library can also provide such information as the cost of living and percentage changes for past years, projected trends in various industries, Standard Industrial Classification-related information, lists of manufacturers of individual products and corporate information from a collection of annual reports on paper and microfiche.

For the business community, the Library also offers a complete set of Moody's manuals; Standard and Poor's *Corporation Records*; the three-volume *Ward's Business Directory*; *Thomas Register of American Manufacturers* and *Grocery Register*; *Dun's Industrial Guide* and *Million Dollar Directory*; state industrial directories for New York, New Jersey, Connecticut and New England; *Prentice-Hall Labor Relations Guide*; *Standard Directory of Advertisers and Advertising Agencies*; and Standard Rate and Data Service publications. Our legal collection includes the *Martindale-Hubbell Law Directory, New York Consolidated Laws Service, Am-Jur Legal Forms* and *United States Code Service*.

The Library offers the investment community such services as *ValueLine, Trendline, The Stanger Report, RHM Survey of Warrants, Options & Low-Price Stocks* and *United Mutual Fund Selector*. Our periodical collection of over 500 titles includes *Barron's, Wall Street Transcript, Advertising Age, Journal of Accountancy, Federal Reserve Bulletin, Market Chronicle, Drug & Cosmetic Industry, Survey of Current Business* and *Business America*.

> *A special grant from the Rockland County Legislature enables the Library to make available special research services.*

As a member of the Ramapo Catskill Library System, Finkelstein Memorial Library provides interlibrary loan service for books and photocopies of magazine articles. A special grant from the Rockland County Legislature enables the Library to make available special research services, including database searches, to local lawmakers on topics under consideration.

SPECIAL FEATURES

Ours is the only public library in the County with membership in the Rockland County Association, a nonpolitical organization with membership from the business, industrial, educational, labor, professional and media communities. The Library is listed in the Association's *List of Rockland Employers* and has participated in the annual "Business-to-Business" program, a showcase of services offered by Association members. In keeping up with the latest trends in communication, the Library now can provide reference service to Association members via a fax machine.

During tax time, the Library provides State and Federal tax forms, including single copies of a wide range of lesser-used forms available for photocopying. Out-of-town newspapers, *Sales Prospector*, *Federal Jobs Digest*, *National Business Employment Weekly* and civil service job postings supply information for the job seeker. A collection of over 600 telephone directories covers most cities in the United States and many abroad. The Library's videotape collection of over 900 titles, both educational and for entertainment, spans a wide range of interests, as does an extensive collection of books on cassette. Computers are available for public use.

As the needs and composition of a growing population change over the years, so will the services offered by Finkelstein Memorial Library.

SMALL BUSINESS ADMINISTRATION SUPPORTS LIBRARIES AND LITERACY

The U.S. Small Business Administration is the newest organization to join the National Partners for Libraries and Literacy sponsored by the American Library Association. The Partners include 63 national organizations which have pledged to support ALA's promotional efforts on behalf of libraries and literacy. The program is administered by the Partnership Task Force of the ALA National Library Week Committee.

The Small Business Administration has adopted an eight-point program concerned with workplace literacy. The goals are to:

- increase attention to the importance of a literate workforce;
- identify existing local and state adult literacy programs;
- identify successful literacy programs in the small business workplace;
- promote cooperation and coordination among state agencies and the private sector to obtain maximum impact from existing resources;
- assist in regional and state small business workplace meetings to increase program effectiveness and accountability;
- encourage business-education basic skills partnerships;
- increase small business participation in local school systems and libraries so that education can better understand the needs of businesses; and
- improve public education to prevent future illiteracy.

Workplace Literacy: Targeting the Future is a report on the first national conference to focus on workplace literacy from the small business perspective. Copies are free by writing to Patricia A. McBride, Assistant Advocate, Small Business Administration, 1725 I St., NW, Suite 403, Washington, DC 20416.

For more information on ALA's National Partners for Libraries and Literacy and to receive the *Partnership Exchange*, a biannual newsletter, send requests to the Public Information Office, American Library Association, 50 E. Huron St., Chicago, IL 60611, Attention: Partners.

HELPING PEOPLE ENTER THE BUSINESS COMMUNITY

By Phyllis Ochs, Career Librarian and Coordinator,
Education and Job Information Center,
Schenectady County [NY] Public Library

In 1972, the first edition of Richard Bolles' *What Color is Your Parachute? A Practical Manual for Job-Hunters and Career Changers* was published. In this book, Bolles outlined a method of job hunting designed to empower the job hunter. Since experts estimate that there are approximately 40 million Americans in some stage of career transition and that the average worker under 35 goes job hunting once every year and a half and those over 35 once every three years, Bolles' book soon became a national best-seller.

Bolles' job hunting method begins with a self-assessment process, then moves into a research phase during which job seekers are advised to use the library to find out about occupations and companies of interest to them. Throughout his book, Bolles refers readers to such resources as the *Dictionary of Occupational Titles*, Klein's *Guide to American Directories* and a wide variety of business directories. He also includes a lengthy appendix listing other books on every phase of the job hunt.

The next step Bolles suggests is to identify and interview people working in these occupations or companies, that is to conduct what he calls an "informational interview." He recommends that "you read until you need to talk to someone because you can't find more in books; then you talk to people until you know you need to get back and do some more reading."

When people using Bolles' methods came to Schenectady County Public Library's Education and Job Information Center, it became clear that, for many, the transition from reading to identifying and talking to the right people in the business community was a major stumbling block. Shyness, a lack of confidence, anxiety and a lack of connections in the business world inhibited them from conducting the informational interviews that Bolles recommended.

SCHENECTADY'S "MEET THE EMPLOYER" PROGRAM

To meet this problem, we decided to invite representatives from local businesses to the Library to talk about their career and employment opportunities. We hoped that this would make the process of getting information about each company less stressful for the job seeker. Because the series was designed to provide a face-to-face connection between business and job seekers, we decided to call it "Meet the Employer."

> *Presenting information about their company to a group of job seekers in a library setting was new to many employers.*

We found that even though the idea of presenting information about their company to a group of job seekers in a library setting was new to many employers, the employers liked the idea and immediately saw its economic and recruitment benefits. We stressed that the purpose of the program was to educate the audience about each company rather than simply to recruit employees. This gave companies an opportunity to talk to the group about their working environment, the qualities they were seeking in an employee, their career ladders and their recruitment and promotional methods before talking individually to applicants.

Each company recognized that it was in the position of "selling" itself, so the representatives brought company literature and application forms that could be filled out after the program. A hotel representative even brought a video developed by a professional hospitality association. It was done so well that the Library decided to obtain a copy for the collection.

From the job seekers' viewpoint, "Meet the Employer" becomes something akin to a group informational interview. All attendees benefit both from the information presented by the employers and from the questions asked by other attendees. Shy or anxious job seekers can gain a great deal of information in a low-stress environment. From the employers viewpoint, especially as the unemployment rate declines, the programs provide an opportunity to meet self-motivated employees without the high cost of advertising.

After our initial series, which featured companies ranging from a bank to a manufacturer of back packs, we began to focus on specific occupational areas, such as health care, media, retailing, hospitality, food services and high tech careers. The "Meet the Employer" programs have been cosponsored by the Schenectady Chamber of Commerce, the Displaced Homemaker Program and Schenectady's Job Training Agency. Their unique expertise and the extensive business contacts of their job developers helped greatly in planning the programs. Each of these agencies recognizes the importance of making a good employer/employee match, realizing that such a match benefits not only business and the individual, but the state and society as a whole. By working cooperatively, Schenectady County Public Library has created a program that helps job seekers use Bolles' methods to make a good employer/employee match.

SIVULICH AND SULLIVAN APPOINTED TO NEW YORK STATE LIBRARY SERVICES AND CONSTRUCTION ACT ADVISORY COUNCIL

The New York State Board of Regents has appointed two librarians to the 12-member Library Services and Construction Act Advisory Council. Kenneth G. Sivulich, Deputy Director of the Queens Borough Public Library, and Larry Sullivan, Chief Librarian at Lehman College Library of the City University of New York in the Bronx, were appointed for three-year terms ending September 30, 1991.

The 12-member Council is broadly representative of library users and types of libraries, in accordance with Federal law. Meeting four times annually, the Council advises the State library agency on the development of the State Plan for the Library Services and Construction Act and policy matters relating to this program, assists in the evaluation of activities assisted by the Act; and advises on such other matters as the State Librarian and Assistant Commissioner for Libraries may seek counsel. This includes advising on the preparation of the long-range plans and annual program statements for Titles I, II and III.

Other members of the Council are: Dr. Eleanor Carter, SUNY at Cobleskill; Ms. Mildred Dotson, The New York Public Library; Malcolm Hill, Four County Library System, Binghamton; C.K. Huang, SUNY at Buffalo Health Sciences Center; Dr. Suzine Har Nicolescu, Medgar Evers College Library of The City University of New York in Brooklyn; Keela Rogers, Lake Placid; Keith E. Washburn-Banks, Central New York Library Resources Council, Syracuse; and Mrs. Patricia Wolfe, Lowville.

Nominations for appointments to the Council and other advisory panels are welcomed by the Education Department. They should be sent to: **Joseph F. Shubert, State Librarian and Assistant Commissioner for Libraries, New York State Library, Room 10C34 Cultural Education Center, Albany, New York 12230**.

LET'S TAKE THE RETRAIN

By Ardythe Nothem, Education Information Center Coordinator, Olean [NY] Public Library

What possible impact could a small, blue, bimonthly newsletter called *Overview* have on local business? Referred to variously as a brochure, a pamphlet, and even "that little blue thing," the newsletter has become a highly visible tool in rural community outreach and an aid to business both in-house and beyond.

OVERVIEW

Business, as we define it, includes not only manufacturers and tradespeople but also educational institutions and nonprofit organizations. *Overview* seeks to strengthen individual skills and comprehension, in turn energizing individual performance and productivity. At the same time, as a communication tool it shares information concerning values, philosophies, problems and opportunities. As such it becomes the businessperson's tool. With residual surprise, a friend informed me that his boss had emerged from his office waving our newsletter, exclaiming "I want all of you to read this!" The subject may have been "getting along with coworkers," but it could have been almost any of the themes of some 22 issues published since *Overview* began in 1985.

THE OLEAN EDUCATION INFORMATION CENTER

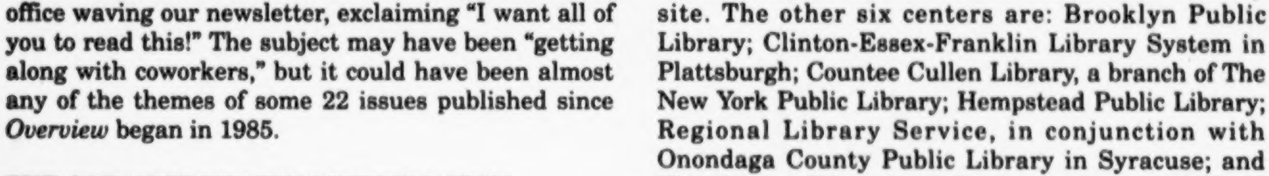
But let us back up a bit, meanwhile staying on track toward our title destination. Back in 1984, the Olean Public Library agreed to develop a satellite of the Jamestown Education Information Center (EIC), sponsored by the Chautauqua-Cattaraugus Library System. We began cautiously by patterning our center after the mother center at the James Prendergast Library Association in Jamestown, which operates as an extension of the Library's Reference Department. Accordingly, we established a visible center for career books and college catalogs, complete eventually with a two-sided bulletin board for attaching Civil Service test announcements, workshop notices and the like. With equal fervor, we networked with local agencies, set up job search workshops with the New York State Job Service and steadily built up our collection of materials relating to job hunting and continuing education.

Still, something was lacking. Seeing the need for an outreach tool in this largely rural extended community of 38,000, Director Maureen Curry decided upon a newsletter to disseminate information to individuals, schools and businesses. Thus *Overview* was born.

But first things second. In the initial issue of January 1985 we sought to explain the concept of an Education Information Center without putting everyone to sleep (see box on next page).

At present, there are seven Education Information Centers in New York State. The Chautauqua-Cattaraugus Library System's Prendergast Library Center in Jamestown has a satellite at the Dunkirk Free Library in addition to our Olean Public Library site. The other six centers are: Brooklyn Public Library; Clinton-Essex-Franklin Library System in Plattsburgh; Countee Cullen Library, a branch of The New York Public Library; Hempstead Public Library; Regional Library Service, in conjunction with Onondaga County Public Library in Syracuse; and Westchester Educational Brokering Service (WEBS) at the Westchester Library System in Elmsford. As you might guess, each of these sites handles its EIC relationship with business in a different manner according to its community's needs.

For example, Brooklyn Public Library holds workshops given by local business leaders and speakers from major industries and banks. In the Nassau Library System, local businesses list jobs through the Center. Regional Library Service in Syracuse has an advisory body made up of representatives from labor, business and social services. WEBS targets "working class" adults, aiding them in establishing career goals and enrolling in appropriate programs, thus empow-



EDUCATION INFORMATION CENTER/OLEAN PUBLIC LIBRARY

eic overview

THE EIC IN A NUTSHELL

What is an EIC? Sounds like fish food? Old wives (and husbands) say fish nourishes the brain, so you're close. Maybe it's a fast food - well, sort of. Is it a secret agency? Only in the sense that it can unlock ideas and spy out hard-to-find information.

WHAT IS IT????

The EIC or Education Information Center is an entity that provides you with career ideas, job-finding aids, and just plain self-improvement resources. Yes, it sounds like a lot under one parasol. But that's what the New York State Education Department had in mind way back in 1979 when it established and funded, along with the help of the Kellogg Foundation, centers in six library sites across the State - to provide comprehensive information, referral, and advisement to adults on education and career-minded topics.

WHAT WE DID

So how did we here at the Olean Public Library do all that? We took a look at what we already had: college catalogs, career books, civil service test books, business directories, repair manuals, and we said, this is a beginning. We pulled like things together, and then we added job files, relocation materials, more career and résumé books, career encyclopedias, newspaper want ad collections, college catalogs on microfiche, financial aid applications and handbooks.

To keep your head working and whirling, we set up a rotating bulletin board filled (crammed some days!) with notices of workshops, courses, scholarships, grants, civil service job listings, job services, and job market data.

PLUS

And that's not all. Recently we purchased SIGI (more initials but don't panic - they stand for System for Interactive Guidance Information) the computer-based guidance counselor, a program that can tell you at the flick of a finger (or two) where you should be headed careerwise....

We want to provide help for all kinds of people - displaced, disadvantaged, minorities, majorities, unemployed, employed - we ALL gain from continuing education of one kind or another. So line up at the starting point - the Reference Desk at the Olean Public Library - where the EIC begins.

You didn't know we had it so good...

ering these adults to become a productive segment of the business community. Nassau does the same for isolated minorities among others, and Clinton-Essex-Franklin works with prison inmates who are about to be released, referring them to programs available at their hometown destinations.

THE CHAUTAUQUA-CATTARAUGUS CENTERS

In our own galaxy, the Chautauqua-Cattaraugus Library System, we have three distinct orbitings. In Jamestown, the System runs a well-developed and managed Literacy Volunteer Program. Dunkirk Free Library puts its whirlwind effort into computer literacy and English-as-a-Second-Language for the many migrant workers whose first tongue is Spanish. We, of course, use our irrepressible newsletter, sending it out to between 1,500 and 2,000 poor souls through mail, bulk hand-delivery, and over the counter.

OVERVIEW'S FORMAT

Now I must confess that our *Overview* is not the usual newsletter. Having long held that humor teaches better than any other method and possessing a healthy irreverence for the overly solemn, I, along with my staff, brainstorm far into the coffee break while creating each new issue.

As to format, first we needed to establish an identity. With the aid of a local commercial artist, we developed our solid blue logo: the small "i" person sheltered from the vicissitudes of life by the EIC umbrella. When we later requested a race-running rodent character for an article entitled "On Getting Back into the Rat Race" (how to land a job and/or come out of retirement), Mr. Rat Race became our bimonthly mascot and has graced and disgraced our front pages ever since.

OLEAN PUBLIC LIBRARY

From the very beginning, we have featured a Bulletin Board that consists of various announcements running the gamut from continuing education classes to training programs and job search workshops. It began as a separate sheet insert and soon became our double-page centerfold (ooh, la, la) when the newsletter expanded to eight pages.

Next comes a feature called "Points of View," in which an expert presents his or her views on the theme of the issue. In January 1989, when our theme was Manners ("After YOU, Alphonse!"), a community college business instructor explained that courtesy or the lack thereof may well determine the success or failure of a business endeavor, particularly a retail operation. The business column of the *Olean Times Herald*, our local daily paper, picked up on it and quoted from both "Point of View" and the main article. Penned by former Editor Gil Stinger, the *Herald* column, entitled "All of Your Business," often includes a paragraph or two referring to our current *Overview*, a lucky phenomenon that makes it possible to reach segments of the business community far beyond our mailing list.

"The Inside Story" completes the issue. Usually this consists of an interview with a person involved in the activity of the day. The issue on the effect of color, particularly in offices and business places ("Hues Not Blue: Hues Happy!"), contained the views of a successful local decorator (the owner of Cole's Interiors), who gave succinct advice: Banks in the Northeast need deep, rich colors to appear "old money" conservative, said she, while Southern banks can use lighter colors.

The fun aspects accelerate with the extras: the cartoon and the logo, combined with a theme-matching slogan such as "Your Parachute Is Blue." (Our EIC logos and signs are blue on blue like the newsletter.) Add to that the "Spotlight," which highlights material available at the Olean Public Library, such as, you guessed it, *What Color Is Your Parachute?*, the popular book by Richard N. Bolles about job seeking.

SPECIAL FEATURES AND USES

Before you write off this publication as obviously harebrained and useless (we do take pride in the former), let us set forth some testimonials. At Olean Business Institute, *Overview* is used regularly in the classes of Vicky Eddy (who also authored a "Point of View" on business telephone manners). When Lou Jones of Quality Technics did his bit promoting "Humor in Workshops," who knows how many businesspeople took his advice, thus sparing countless seminar participants hours of the screaming meemies?

Facilitating career change for everyone from dissatisfied career people to dislocated workers.

In January, during the season of the blahs, we did an issue on stress in which Dr. John Addis, an eminent local psychologist, gave advice on how to relax in the business environment. Rumor has it that the whole town slept in the next day and stores opened late.

In one way or another, each *Overview* aids business. "People Who Like People" pointed out the advantages of teamwork and of getting along with coworkers. As we all know, the latter trait has more to do with success than do skills. At the other end of the spectrum, "Let's Take the Retrain" detailed local programs available in facilitating career change for everyone from dissatisfied career people to dislocated workers. To make a double point, "Points of View" aired the views of a dislocated worker now running his own business and a trainer in a local business who supervised workers from the On-the-Job Training Program. And we ended the lead article with Mr. Rat Race, who had begun as a train engineer on the first page, taking charge of a ship:

Rub-a-dub-dub
Three men in a tub,
And who
Do you think they be?
The butcher, the baker,
the candlestick maker?
No —
The laser, the micro,
the electrotechnician
Sailing the turbulent sea.

Yes, we have *Thomas Register*, *Standard & Poor's*, *Ward's Business Directory*, local company annual reports and newsletters, and the appropriate state industrial directories, plus, plus, plus. But for outreach to the business community of Olean and environs, we believe we have found a unique tool, a newsletter that is read not only because its editor and staff are off the dot, but because it offers practical insights for both Mr. Business and the average Josephine.

STATE LIBRARY RECEIVES THIRD GRANT TO CATALOG ECONOMICS COLLECTION

Lotteries, slavery, child labor laws, socialism and temperance are the subjects of books, pamphlets and broadsides being cataloged by the New York State Library as part of a U.S. Department of Education project.

The State Library has received a grant of $96,297 for the third year of a cooperative project to provide access to the 60,000 titles of the Goldsmiths'-Kress Library of Economic Literature.

This microfilm collection contains books, pamphlets and broadsides published between 1460 and 1850 held by the Goldsmiths' Library of Economic Literature at the University of London and the Kress Library of Business and Economics at Harvard University.

The State Library expects to provide descriptive cataloging and subject headings for 3,600 titles in 1989, its third year of cataloging monographs published between 1800 and 1850. The Library has been working with the University of Maryland and the University of Delaware to catalog 30,000 titles on 1,700 reels of microfilm.

Barbara Nichols-Randall, project manager, said the State Library also has been asked to complete work begun by Stanford University on materials published between 1460 and 1800. It will require two years to complete that portion of the project.

Access to the microfilm collection, which is owned by the State Library, will be available through the Library's online catalog. Libraries around the State have access to the catalog. Titles may be borrowed through the NYSILL interlibrary loan program.

FOLLOWING IN BEN FRANKLIN'S FOOTSTEPS: PUBLIC LIBRARY BUSINESS SERVICES IN RURAL AREAS

By Paul Malecki, Director, Southern Tier Library System and Corning area Public Library, Corning, NY

The roots of the American public library go back to Ben Franklin's founding of "Subscription Libraries" and "Mechanics Institutes," both aimed at serving the practical information needs of the population. Franklin, in his autobiography, stated that these libraries "made the common tradesman and farmers as intelligent as most gentlemen from other countries, and perhaps have contributed in some degree to the stand so generally made throughout the colonies in defense of their privileges."[1] Public libraries in rural upstate New York still serve Franklin's "tradesman and farmers" and a host of new professions that depend on accurate, up-to-date information from the library to maintain economic viability.

In the Southern Tier Library System (STLS), covering 3,100 square miles in Allegany, Steuben, Schuyler and Yates counties, we are constantly challenged to follow in Ben's footsteps by helping member libraries react to the varied, always urgent requests for business information as these requests come in by foot, phone and fax. And because we believe that we have a responsibility to support local economic development, we also carry out proactive activities that encourage citizens to use their local library as the entry point to New York State's resource-wealthy information infrastructure.

GROUPS WE SERVE

The users coming to the public libraries in our area range from physicists starting their own hi-tech companies to entrepreneurs wanting to get into Beefalo breeding. From this very broad spectrum, a number of identifiable groups and demands stand out.

The most predictable users in rural areas are the owners and managers of small businesses. In fact, this is probably the largest group of users of business information services in urban libraries as well, simply because there are more small businesses than large businesses in the country. In any community there are retailers, machine shop operators or building contractors who regularly use local public libraries as a basic information source. In rural areas, these categories are supplemented by agriculturists, arts and crafts producers, and small enterprises that spring up near any college town.

One group that we do not serve directly is large corporations. Our area contains two Fortune 500 corporate headquarters and five major installations of national or multinational firms. These units tend either to have self-contained business information centers or to be hooked up to a corporate information network by some telecommunications medium. We rarely hear directly from large corporate units, because they get the information they need in their own manner. But we do hear from several fringe audiences connected to these installations, including the independent consultant who lives locally and the middle manager who uses the public library as a "neutral" resource center where research activities will not set the corporate grapevine humming with rumors.

Another major user group we see consists of the "lone eagles." Usually these are professionals who have fled cities or have retired from a primary career and conduct their work by long-distance, depending on telephones, UPS and their local public library to duplicate all the resources and vitality of urban business life without its negative aspects. These professionals live the enviable lifestyle of the village squire: the couple who write features for *Reader's Digest*; the geologist who advises on oil well drilling all over the world; the advertising photographer who takes many of the big Kodak slides New York City commuters see in Grand Central Station; and the syndicated cartoonist who makes you chuckle as you read your evening newspaper. All of these lone eagles are frequent users of rural public library business services.

MEETING THE DEMANDS OF A VARIED USER GROUP

How does a library system support the local public library in meeting the information demands of this varied clientele? Answer: as best we can within very limited resources!

Our first line of support for business information is interlibrary loan. The Southern Tier Library System was the first cooperative system in the State to join the OCLC interlibrary loan system, gaining electronic access to books and serials nationwide.

Our System staff is alert to the need for fast response when a library sends a request tagged with a comment that "such-and-such business needs this right away." With the requesting patron frequently offering to pay for extra services, it is not that out of

INFORMATION IS IN THE EAR OF THE BEHOLDER!

The Corning (NY) area Public Library actively promotes its business information services. Brochures, radio spots and personal contacts are used to showcase our reference collection, our interlibrary loan hookups and online database services.

Yet the resource that brings the most frequent, unsolicited, testimonials from businesspeople is something that seems a part of our entertainment offerings: books on audiocassette.

In rural areas such as ours, many people commute long distances to work or long distances between business locations. To alleviate boredom, to reduce stress, or to use all of that time for some productive purpose, travelers have developed a habit of stopping by the library at least once a week for a fresh supply of tapes.

The library's collection of audiocassette books was started with an emphasis on best sellers and fiction classics, but now we have added cassettes on self-motivation, sports performance and foreign language training. This latter subject is growing in popularity as more area firms look toward increased overseas trade.

People who start the "listening in the car" habit seem to get addicted; the library is hard put to find or fund enough good titles to purchase and keep in stock. In partial response to these pressures, we are now working with the local Chamber of Commerce to raise money for a "personal development" series of tapes that employees of small businesses will find useful but that would not be affordable by any one employer. We have also received Steuben County aid to expand this collection, and will be receiving further funds through a State Special Legislative Grant in 1989.

The moral: if you want to provide good service, whether yours is a retail business or a library, listen to what the customer wants!

---

the ordinary for us to verify holdings in some distant library, phone a rush request, duplicate the request via OCLC (for the record) and have the item "overnight expressed" to the receiving library.

Over the years we have built up reciprocal interlibrary loan relationships with other libraries whose collections match the needs of our patrons, whose localities house branches of firms in our area or who just seem to be downright cooperative.

As you might expect, most interlibrary loan request traffic flows from our smaller libraries out to larger institutions. But occasionally it turns out that some large corporation searching for a monograph or serial has found, via OCLC, that the only available copy is in one of our small member libraries. Filling that sort of request makes our interlibrary loan staff feel pleased as Punch.

FINE-TUNING THE PROCESS

Rapid access to an interlibrary loan utility such as OCLC is useless, however, if the information flow to the patron is not viewed as a total process. What good is finding and requesting an item with the speed of electrons if it takes a week for the request to get to headquarters in the first place, or if there is no way to get the item into the patron's hands quickly? So we keep fine-tuning the process. A 24-hour answering machine ensures that libraries can get a request to us whether we are sitting at our desks or not. A priority delivery schedule ensures that even the smallest library receives a visit from our van at least twice a week (putting 1,000 miles on a van each week and wearing it out after 130 such weeks).

As part of this constant fine-tuning we recently went back on the New York State Interlibrary Loan (NYSILL) network, using a microcomputer workstation for point-to-point transactions with other systems and central libraries within New York. The old NYSILL, in its pyramidal hierarchy, doomed one to endlessly requesting items from a few larger libraries (where the item was most likely to be out in use) while another copy was probably sitting, out of the loop, on the shelves of a neighboring library just 50 miles away. The new NYSILL system seems to be much more efficient at filling requests, as the statistically favorable effect of direct communication with more and smaller libraries becomes evident.

THE LOCAL AUTOMATED INTERLIBRARY LOAN SYSTEM, IRIS

But the biggest improvement to interlibrary loan services has been the installation of a local bibliographic automation system. Shared by STLS and Steele Memorial Library of Chemung County, our Information and Library Resources (Access) System (IRIS) (Data Research Associates software and Digital Equipment Corporation hardware) contains over 300,000 bibliographic records detailing some

500,000 volumes in more than 50 public libraries. IRIS has at eight larger libraries and branches the usual circulation and public access catalog modes that most libraries these days boast of having. Our refinement is a point-to-point interlibrary loan module, written by the IRIS system operator as an extension of standard DEC electronic mail. Remote libraries can dial in to the IRIS catalog using a toll-free number, search the public access catalog for holdings and availability, then switch over to the interlibrary loan module and send a direct request to another library without having to go through system headquarters. Member libraries estimate that this point-to-point utility cuts two or three days off the previous request-to-receipt transaction time. As an enhancement of our support of business information services, IRIS is, as its namesake in mythology, the messenger of the gods.

The IRIS system was put together through Federal Library Services and Construction Act (LSCA) funds, State Special Legislative Grants, State Public Library Automation funds, State Regional Automation funds administered by the South Central Research Library Council and a number of local foundation grants. Several local academic libraries, special libraries and school library systems have access to IRIS through use of regional money.

Access to IRIS by smaller libraries is via Apple Macintosh workstations, which are configured with Red Ryder communications software. With these units, obtained through Special Legislative Grants over the last two years, seven libraries are tied to the eight online units.

Using Regional Automation funds, we are installing fax machines in very small libraries, allowing these units to send their queries directly to the reference desk at the central library in Corning. The strategy in this mode is to use the knowledge of the central library staff, aided by printouts from the IRIS terminals at their elbows, to mediate and answer bibliographic and interlibrary loan questions from patrons at even the smallest library or reading center with "real-time" speed.

REFERENCE COORDINATION AND ASSISTANCE

To complete this systemwide information resource network, the combined Southern Tier Library System/Corning Library plan for use of Central Library State Aid emphasizes reference services. Through these funds, the principal librarian at the central library also oversees the reference services that flow to all system members. At the central library, the cost of online databases such as those of DIALOG, name/address directories, and product directories such as *Thomas Register* or *Sweets Architectural Catalog File* is subsidized with Central Library Aid. The information in these resources is accessible, through the interlibrary loan network, from any point in the system.

> *Interlibrary loan is a targeted missile that should be viewed alongside such other economic development "weapons" as tax abatement, road building and subsidized business loans.*

THE INTERLIBRARY LOAN NETWORK AS AN ECONOMIC DEVELOPMENT TOOL

This interlibrary loan network probably can't be defended on a cost-per-transaction basis compared to other public library activity. But if one postulates that there is an economic multiplier at work, increasing both local economic activity and tax revenue within the recipient community, one can persuasively argue that interlibrary loan is a targeted missile that should be viewed alongside such other economic development "weapons" as tax abatement, road building and subsidized business loans. New York State wisely invested in this economic arsenal in the 1960s, 1970s and early 1980s. But the failure to increase State Aid for libraries since 1986 means that the network will begin to deteriorate under continued use, just as so many of New York State's neglected bridges and roads are deteriorating at an alarming rate.

A PROACTIVE ROLE IN PROMOTING INFORMATION SERVICES

In addition to concern for the building and support of a strong interlibrary loan network, STLS has followed a proactive role in promoting information services to local businesses through member libraries.

Back in the early 1980s when microcomputers were still a novelty, the system used LSCA funds to run a series of "microcomputer productivity" workshops in Chemung-Southern Tier libraries. Focusing on applications such as Visicalc, AppleWrite and PFS File, our staff showed and advised hundreds of business owners and employees how their operations could use these new tools. As part of a series of orientation classes, the Corning library director's home phone number was circulated as a "hotline" to call if a business needed advice on purchasing or using a microcomputer; many a call was received in the late evening hours from dentists who couldn't print out their patient records or accountants whose journals had just disappeared from the screen! That project and that era have passed, but now there are frequent calls about desktop (computer) publishing and presentations, so it appears that another era is underway.

The library director's home phone number was circulated as a "hotline" to call if a business needed advice.

Another LSCA project promoting business information services emanating from local libraries was titled the "Energy Information Center." One component of this project was the sponsorship of public programs in larger libraries, featuring architects and energy conservation/generation experts and fostering the design and construction of energy-efficient buildings as well as energy-conversion devices. The target audience for these programs included contractors, farmers and machine shop owners. The network of information and personal contacts that grew out of these programs led to the construction of a number of energy-efficient homes and the founding of several energy-related businesses.

A current LSCA project, titled "Work and Living Spaces for the Disabled," continues our proactive business information activity by seeking to inform employers, especially small businesses, of the rules and spirit of "reasonable accommodation" in the workplace for people who are disabled. Small businesses have been targeted for this message because the owner of such a business usually is the least informed and has the most to lose when in violation of labor compliance laws.

The manner of getting the reasonable accommodation message across is through forums using local human services staff and/or clients, State Office of Vocational Rehabilitation staff and veterans' rights advocates to instill a sensitivity to the issues and evoke a commitment to solutions. Libraries hosting these forums are using local chambers of commerce and local service clubs as recruiting agents for the audience. Even the timing of the forums (8:00 a.m. on weekdays) is geared to the schedules of businesspeople.

This proactive outlook in providing business information is echoed in the activities of the major libraries within STLS' boundaries: those in Corning, Penn Yan, Hornell and Wellsville. In each, the director tries to maintain an open line to the business community through membership in and programs with local service clubs, publications (from STLS' Print Shop) detailing business information services and establishment of special collections that provide business information.

INFORMAL NETWORKING

As director of one of those libraries, this writer is part of a staff team that serves the business information needs of the Corning community. Our staff stays in constant contact with colleagues in the libraries at Corning Community College and Corning Glass Works. These local libraries are always willing to lend a hand if we need extra help in locating a particular resource or setting up a search strategy in response to some query.

SOLICITING BUSINESS FROM BUSINESS

As part of the Library's service plan, we actively solicit business information queries. A common theme preached to any audience that will listen is: "The best way to stay ahead in your field is to stop by the library on your lunch hour, at least once every other week, to browse through new books and magazines outside your field for ideas that may offer fresh insight on your immediate problems and long-range plans." Over the years this message has gotten enough play so that noon to 1:30 p.m. is no longer a slow time during which the library staff can catch up on their work, but rather a busy time in which the library is full of patrons looking for all sorts of items within a lunchtime deadline announced by uncaring factory whistles across the river.

The Library's contribution to the community's economy equals or exceeds its local tax support.

A PAYOFF TO MAKE BEN FRANKLIN PROUD

Is all of this attention to business information services worthwhile? Well, the Corning Library staff recently helped a person decide between opening an independent bookstore or a franchise, aided several physicians in researching the pros and cons of forming a professional corporation, assisted an engineering firm in starting its own technical library, helped a fledgling solar energy firm land a Federal contract and helped two authors in their research for what has become a best-selling cookbook. Year in and year out, we can easily identify from three to five new jobs that are created in the community through our information services. Using the "times three" multiplier commonly applied by economic development agencies, we can readily show that the Library's contribution to the community's economy, from just this one aspect of its operations, equals or exceeds its local tax support. We pay our own way in the community, and practical old Ben Franklin would be proud!

REFERENCE

[1] Franklin, Benjamin, *The Autobiography of Benjamin Franklin,* New York, P.F. Collier & Son Company, 1930 (The Harvard Classics, v. 1). p. 67.

"INFORMATION AND RURAL ECONOMIC DEVELOPMENT: RURAL PUBLIC LIBRARIES - WHO USES THEM?"

CLARION UNIVERSITY OF PENNSYLVANIA CONFERENCE PROCEEDINGS

Proceedings of the 1989 annual Clarion University of Pennsylvania conference on rural library services are being prepared by the College of Library Science. The conference was structured to explore the role of the rural public library in the information infrastructure of rural America by highlighting the results of a national survey of over 3,000 library users. The 12 presentations were also videotaped. The two-hour set of six VHS tapes is available for a small charge by writing Bernard Vavrek, Coordinator, Center for the Study of Rural Librarianship, College of Library Science, Clarion University of Pennsylvania, Clarion, PA 16214. Information about ordering the proceedings will be available at a later date.

Entitled "Information and Rural Economic Development: Rural Public Libraries - Who Uses Them?," the 1989 conference was attended by 75 persons from 22 states. It was sponsored jointly by the Center for the Study of Rural Librarianship and the U.S. Department of Education in cooperation with the National Agricultural Library and the College of Continuing Education and Library Science, Clarion University. The Center for the Study of Rural Librarianship was established in 1978 with the goal of supporting rural library service in Pennsylvania and throughout the United States. Information about the Center and about the third annual conference tentatively scheduled for September 1990 is available from Bernard Vavrek at the address above.

THE EMERGING ROLE OF THE CORPORATE LIBRARY: RESTRUCTURING INFORMATION SERVICE TO FIT THE TIMES

By Jack Borbely, Director, Information Services,
Towers Perrin, New York City

"May you live in interesting times" is the well-known Chinese saying, and, if anything, these are interesting times for the business world. Witness the globalization of the economy, the trend toward large, multinational firms, leveraged buy-outs, the emergence of new industries such as biotechnology and new competitors such as commercial banks as investment banks and, of course, automation.

These are among the key trends altering the face of business activity worldwide, and by extension, the marketing, planning, and the corporate library and other operations that are the traditional supports to businesses. This article will briefly discuss the implications of the changing business environment for the corporate library professional and describe the author's experience in developing corporate library services to meet business needs for these changing times.

INFORMATION AS CORPORATE RESOURCE

There are at least two important roles for information technology and resources within companies. One is information technology as an "enabling" resource and the second is information as a resource for decision making activities related to running the business. These are two very different roles.

AN ENABLING RESOURCE

Information technology encompasses the dramatic developments in computer hardware, software and systems, as well as databases and communications. The integration of these individual technologies has made information a potent catalyst of change in the business environment and an enabling resource increasingly used to fashion the very goods or services provided by a company.

Examples abound: "money cards" or automated teller machines that increase market presence and levels of service; computer-aided design that brings new products out of labs and into markets in a fraction of the time of even the recent past; paperless claims processing in insurance companies, which cuts processing time dramatically with fewer staff members than previously; and so on and so on.

The impact of change resulting from new uses of information technology has been indeed formidable. What reader of even popular news magazines hasn't read headlines highlighting the growing importance of information (and the management of it) to businesses of all sizes? These articles typically describe the new-found potential of information technology and accord "information resources" a role within companies of equal importance to other principal resources such as capital, people and plants. The creation of a chief information officer position in many firms is testimony to the importance and value attributed to information resources within firms.

A "DECISION SUPPORT" RESOURCE

The role of information as a resource to support decision making is familiar to the library world. Indeed, the charters or mission statements of many corporate libraries express the library professional's commitment in this area. Moreover, information of the type available through a corporate library can be used to support just about any decision making activity, e.g., developing a firm's long range/strategic plans, tracking competitors, profiling markets and firms and monitoring new technologies.

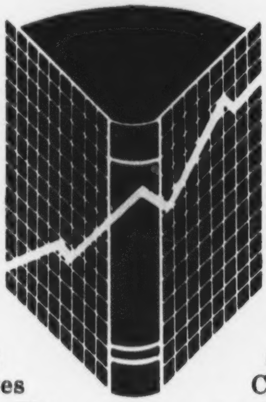
But there is nothing new in that. Libraries, by definition, have long developed and managed stockpiles of information useful to businesses. What is new, however, is the trend among many corporate libraries to take a much more active approach to applying information in support of business decisions: a decision support role.

Information support really means decision support.

One important consequence of the changes in the business environment is the need to make more informed decisions, to arrive at them faster and to carry them out quickly, effectively and efficiently. This presents business libraries with the challenge and opportunity to become more active partners in the key areas of the companies of which they are a part. Management more and more needs and expects answers to highly specific questions, not just access to a well-organized collection of information resources. Thus, increasingly for managers, information support really means decision support: the capability to supply the refined, detailed information needed to make a sound decision.

In response to both the growing need and the rising expectations of companies, numerous corporate librarians are redefining the missions for their libraries. The new charters charge libraries to obtain, synthesize and even develop the precise information needed to make specific decisions, and to do so in a way that represents real value to the parent organization.

The thrust of this "value-added" information service is to go beyond the mere collection of resources and information and to take a much more active role in extracting, fashioning and presenting the information that is needed. The role of the library in this model is that of business problem-solver through the application of information, and the test of the library's value is its involvement in the most critical decisions affecting the parent company and/or the frequency of its use in connection with routine, but nevertheless important, decisions.



Implicit in this model of corporate library service is an emphasis on understanding the parent organization's business. It requires a working knowledge of the library's clients, their business functions, the decision making processes and the types and uses of information for the decisions that are typically made. It also includes a working knowledge of the priority goals, objectives and business issues of the organization. The operating philosophy of management is that information support in business is as valuable as the decisions that it supports. Therefore, the corporate library is a valuable partner in the business to the extent that it is able to identify the business issues that are important to the organization and, more importantly, to present the information required to manage those issues.

This new role has required that corporate libraries increasingly act as the "information interpreters" for the clients they support. Starting with a knowledge of their clients' business issues, library staffs identify the inherent information needs relating to these issues, and implement a process of focusing, filtering, refining and presenting information concerning those issues. Ideally, the more important an issue/business activity is to the organization's goals and objectives, the more time and effort the library should devote to supporting it.

The operative word here is presenting. The corporate libraries with which I have been associated have been designed to minimize direct use of the physical library by "patrons" and to operate more as a resource to the library staff than as a "hands-on" resource to the staff of the parent organization at large. This approach is predicated on the notion that managers are paid to act on information (i.e., make decisions), while library staff members are paid to provide that information, a function that they can perform faster and more efficiently than the average employee. (Admittedly, this approach is perhaps more appropriate to the nontechnical, business operations and staff of a company — as opposed to research and development.)

CORPORATE LIBRARY SERVICES

Research, current awareness, document retrieval and provision and database services are the core library services that have evolved in connection with the model of the corporate library described above. Research service typically is provided on demand, responding in a customized way to information needs associated with a given project or decision. Users of the service often think of it as personalized, a business tool that can be applied as the need arises to answer the question: "What should I know to make this decision, or take this action?" Research can also be proactive, with staff developing information on an emerging issue and communicating the results in anticipation of user needs.

Current awareness, however, addresses the need to stay abreast of new developments in a particular area: "What should I know to keep on top of this issue?" Document retrieval offers fewer chances for any value-added support, other than possible discounted purchasing, but is nonetheless an important library service in that it makes the process of obtaining needed documents easy for users. Finally, database services can support other library services and be stand-alone services in their own right, for example, a numeric database with the ability to manipulate data, or a menu-driven full-text database of resource collections.

Perhaps the single most important characteristic of the corporate library services with which I have been associated is a focus on priority issues and activities of the business. In short, the services have been designed to support specific business priorities. This focus on key issues and activities has in turn required that the library staff become *subject specialists* in the areas corresponding to those issues, which in many ways has been the key to delivering value-added information support that managements have come to expect in the current business environment.

For example, the research service at Towers Perrin comprises a staff of information professionals, each of whom specializes in subject areas of importance to the firm, such as employee benefits and compensation, the insurance industry and health care. Each information specialist develops and maintains a working knowledge of the principal concepts, terminology, legislation, technology, competitors, etc. necessary to research an assigned subject area; each identifies and develops the resources essential to the subject area, whether these be databases, print resources or other experts in the subject matter.

Armed with both subject knowledge and research skills, the research staff members act in the capacity of information consultants to the staff they support. They are capable of synthesizing research results, directing recipients to the most pertinent information for their need from the research results provided, and even producing research reports. Perhaps even more important, their subject expertise enables them to more effectively shape the direction of the user's research project (what should be researched), as well as how the information should be used.

While predominantly a demand driven service (i.e., research done in response to an expressed need), our research service is also capable of proactive research of topics that will become important to the firm. This is another important benefit of the staff's subject specialization: they see the early warning signs in key areas and take the initiative to compile and communicate relevant information. A prime example of this is a database and research capability in telemarketing developed by the corporate information center of a large telecommunications company at which I worked. Because of that center's development efforts, it was able to perform highly specialized research into telemarketing topics as this new area was taking shape.

Many corporate libraries channel information to users through such current awareness efforts as clipping services or paper-based and electronic newsletters. The information center of the telecommunications firm referred to above produces more than eight newsletter products (weeklies, semi-monthlies and monthlies), each of which has a specific audience and purpose. In many instances, the information in these newsletters is unique, representing findings from research done by library staff, the synthesis of information from diverse news sources and the insights of the library's research staff. The latest feature of current awareness capabilities is online distribution of news via in-house computer networks, as is done by the corporate library at Towers Perrin. Current awareness services are viable largely because of the combination of staff technical and subject expertise.

Affordable computer technology has opened new and important opportunities for corporate libraries. On the one hand, text retrieval software and systems of the type available commercially are well within the limits of most library budgets, and these enable the library to manage materials more effectively and provide greater access to them. This is especially important in the case of expensive commercial or proprietary studies. Building on the traditional library expertise of creating effective subject access to documents, corporate libraries are developing improved access to their holdings. Perhaps even more important, the need for enhanced information management and access extends beyond the confines of the library. Companies in general are recognizing the need to manage their "intellectual capital" more effectively, and libraries are stepping up to meet this need.

At Towers Perrin, the corporate library has developed an online text retrieval system that integrates the holdings of all of the firm's locations, thereby serving as both a local online catalog and a centralized catalog for the firm. Important too, the system can accommodate full text, so documents can be searched and distributed electronically throughout the company.

Corporate libraries are actively involved in another important type of computer application, one that combines system and subject area expertise. As mentioned, part of the library's charter is to identify information needed in connection with priority issues facing the parent organization, that is, to develop a needs assessment for each priority business function. Often this process identifies the gaps in available information sources. For example, it might highlight the lack of information on competitor firms, or the need for better tracking of technological or regulatory developments, or simply for the automation and manipulation of existing data.

Many libraries are viewing these gaps as opportunities, and are developing numeric and text databases that are one-of-a-kind databases addressing the deficiencies of existing sources. Typically, subject experts on the library staff work with users to determine the priority of information that needs to be captured and the format in which it should be stored and presented, and subsequently develop the necessary systems on their own or with the help of the firm's system staff. My own experience in this area includes creating computer access to government data and a "market sizing" database for the telecommunications industry.

CONCLUSION

The services and systems described in this article position the corporate library as a partner in key concerns of the business, not just as an ancillary activity. They are a clear demonstration of the corporate library's commitment and ability to play an active role in the priority decision making of the firm. Going beyond the role of passive provider of requested information, corporate libraries increasingly are focusing on the more challenging role of supplier of information critical to the conduct of the business: a provider of value-added information support.

A NEW NEWSLETTER, *AFFINITIES*, PROMOTING COOPERATIVE CULTURAL EDUCATION FOR ELEMENTARY CHILDREN

Affinities is a new quarterly newsletter from the Office of Cultural Education, the State Education Department, planned to present examples of elementary teachers and educators at cultural institutions planning and cooperatively promoting activities for the cultural enrichment of children. Anecdotal stories will illustrate ways teachers can enhance the curriculum by working with museums, libraries, archives and historical societies and educational television. There also will be lists of resources, workshops, funding sources, etc. One subject will be treated at length in a feature article each month.

The first issue of this four-page publication will be distributed in December 1989 to elementary school principals and libraries, BOCES, teachers in grades 4-6, public libraries, library systems, museums, historical societies, archives, public broadcasting stations in New York State and Teacher Resource and Computer Training Centers. A coupon will appear in that first issue which individuals may use to request free subscriptions or the one below may be used or photocopied.

AFFINITIES

YES, send me *AFFINITIES*, a quarterly newsletter of the Office of Cultural Education.

Please send my free subscription to:

Name______________________________

I teach grade______________________________

Name of school______________________________

Street______________________________

City____________________ State______________ Zip____________

Mail this coupon to *AFFINITIES*, ATT.: M. Soffer, 60 Commerce Avenue, Albany, NY 12206

LIBRARY LINK TO INDUSTRY ON LONG ISLAND

By Nancy J. Kruse, Library Consultant to Industry,
Long Island Library Resources Council,
Stony Brook, NY

A few facts to keep in mind: Long Island is 100 miles long, its population of 2,696,308 surpasses that of 22 states, it is home to 80,000 firms, and its 1,096 high-tech companies provide 25 percent of the high-tech jobs in New York State (according to statistics published in the *Long Island Business News*, January 16, 1989).

BACKGROUND

There are approximately 350 public, academic and special libraries (336 listed in the 1989 *Directory of Long Island Libraries and Media Centers*), and the role of the Long Island Library Resources Council (LILRC) has been to facilitate the sharing of resources among all of these libraries. LILRC is located in the main library building of the State University of New York at Stony Brook, where the Stony Brook Library collection has become a nucleus for this cooperation among all types of libraries in lieu of the major urban research library facilities that exist in other parts of the State. In August 1988, LILRC implemented a program that puts Long Island industry in touch with these 350 libraries by introducing businesses to basic level library services and providing referral assistance. In 1986, the nine State reference and research library resources systems proposed that the New York Library Association (NYLA) Legislative Committee lobby for funding to establish a program for industry in each of their nine regions. NYLA's legislative committee turned down the idea. Given Long Island's unusual geographic makeup and its high-tech flavor, LILRC felt strongly about the value of a program for industry to its region.

> ***For some companies, the "library" is located on the desktops of engineers, scientists and marketing professionals — and often, information needed is not pursued beyond the tops of these desks.***

In 1988, LILRC succeeded. The Long Island delegation of the State Senate sponsored a special one-year Legislative grant to initiate a pilot program with industry. A one-year program with no guarantee of continuation does not call for a nationwide talent search. The search for a librarian to fill the position consisted of an announcement on LILRC's Jobline and in the *LILRC Newsletter* and to all LILRC members, as well as through the regional library systems and library associations. Librarians who applied all presented relevant experience and knowledge. The incumbent has experience in public libraries, in special and corporate libraries, and in public relations and automation.

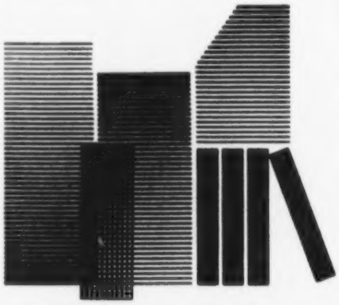
THE CORPORATE LIBRARIES

The program began with visits to each of LILRC's special library members. LILRC's special library membership is an encapsuled picture of the varied nature of corporate information provision on Long Island. Some companies have established small libraries staffed by a professional, but most are often no more than quiet rooms with books and journals. Many companies without formal libraries recognize the need for information retrieval, and "library" work becomes the responsibility of an administrative assistant in marketing, engineering, research and development, and so on. In such cases, subscriptions are renewed or discontinued, the library shelves are kept tidy and accessible, and materials needed but not owned by the firm are tracked down and purchased or borrowed. For some companies, the "library" is located on the desktops of engineers, scientists and marketing professionals — and often, information needed is not pursued beyond the tops of these desks. Librarians from a handful of larger corporate libraries on Long Island often are contacted by fellow Long Islanders seeking information guidance, and in the interest of cooperation, they provide it to the extent that they can, without detracting from their corporate demands and priorities.

A FULL PROGRAM OF SERVICES

Time is a key factor in the work of a special librarian. Deadlines are often expressed in the past tense: "I need it yesterday." Firms with librarians now call

LILRC's industry consultant to brainstorm. Firms without librarians also call LILRC, and their calls have priority. LILRC works as a liaison with industry and libraries, providing information and referral services and facilitating the lending and borrowing of resources and materials. The Council helps firms to organize information within the corporation. Businesses interested in developing or expanding internal "libraries," can call LILRC's library consultant to industry for help in evaluating what is needed and where to go to borrow additional materials, to obtain copies of patents and technical reports and to access information available through online databases.



LILRC helps the business person achieve more efficient and on-target research.

The goal of LILRC's industry program is to ensure that Long Island businesses are fully aware of the extensive information resources readily available to them through a network of local public, academic, corporate and specialized libraries. LILRC's industry consultant also introduces the business researcher to the types of information available through online databases. If appropriate to the information sought, a sample search is done. Otherwise, the researcher is referred to a public library or to a professional who will be able to deliver the online information needed. LILRC helps the business person who might not otherwise know where to find information to achieve more efficient and on-target research. Each step in the library consultant's research process (i.e., directories consulted for association names, directory names, etc.) is explained to enable business to take a more active role in future research.

PUBLICIZING THE PROGRAM

Spreading the word about LILRC's industry program to businesses that are unfamiliar with the Library Council required a bit of public relations know-how. Word-of-mouth publicity has been invaluable. All of the businesses visited are asked to tell others about the program. The Long Island Chapter of the Special Library Association (SLA) appoints a librarian for its consultant service to the region's business. Recognizing the correlation between the SLA goals and LILRC's goals, the Chapter appointed LILRC's library consultant to industry. LILRC agreed that this was a natural way to gain the ear of Long Island businesses wanting to become more information-savvy. The business person who calls SLA for assistance is referred to LILRC. But LILRC has many phone calls to make on its own, many letters to send, more than 80,000 "ears" to reach. Press releases are sent to local media. Contacts are made with local business groups. Organizations are joined, meetings are attended, flyers are distributed, and business cards are exchanged. Mailings are done to key industrial parks. Newspapers and newsletters are perused for "business happenings" and the newsmakers featured are contacted. The program is getting talked about, and businesses are calling to find out more.

A MODEL FOR SERVICE STATEWIDE

As awareness of Long Island's libraries grows, so does reliance on LILRC's services to business and industry. Long Island's economic health is very much dependent upon the success of its industries. Long Island's for-profit sector needs up-to-date information on competitors, industry developments and new products, as well as scientific and technical information to continue development within its marketplaces and for expansion into new markets. LILRC is providing an invaluable service by linking Long Island businesses and industries to the information they need to remain economically viable. LILRC thereby helps to enhance the health of the region's overall economy. LILRC's early experiences with this program convince us that it is a service that would be invaluable to industry throughout the State.

THE SCHOOL LIBRARY LINKS WITH BUSINESS

By Lorelle Henry, Assistant Director, School Library Services,
New York City Board of Education

How do you impact positively on the nearly one million ethnically and culturally diversified children in the New York City Public School system? How do you get students who speak the language of MTV to become eager readers? How do you provide materials for students who are interested in business careers and are floundering?

These and many other challenging issues face the school community in New York City. It has become increasingly evident that schools alone cannot solve the multifaceted problems that exist. With this is mind, Chancellor Richard R. Green, and previous chancellors as well, invited public-spirited corporations, government agencies and other institutions to participate in a Join-A-School program, which links the corporate sponsor with a school in the spirit of collaboration. (This program is called Adopt-A-School in other communities.) In addition, corporations that recognize the inherent spin-off values of corporate assistance to children select individual schools to be recipients of assistance in a less formal arrangement.

Some school libraries have benefited from the linkage of corporations and schools. The library of the Murray Bergtraum High School for Business Careers is one. The school is located in lower Manhattan, adjacent to the Wall Street area. In January 1988, the New York Stock Exchange Foundation funded a Financial Resources Center for which a computer and other materials were donated and placed in the Murray Bergtraum Library. A dedication ceremony with ribbon-cutting activities was held to highlight the event. The partnership with this high school had been growing for more than four years. The addition to the library was intended to enable students to research business and financial information more conveniently.

In meeting with Chancellor Green, an IBM executive agreed to collaborate with the School Library Services unit in order to provide leadership training sessions for junior high and high school librarians. As part of this collaboration, the IBM liaison will arrange for a speaker and provide space and amenities for a series of workshops.

When Betty Schlissel, Librarian at the Murray Bergtraum High School, wrote a letter to Santa Claus, published in *The New York Times*, in which she requested videotapes of classics such as *Jane Eyre, The Call of the Wild* and *Lost Horizons*, she said, "Over the years I have seen many students exposed to literary classics shown on television become eager to attempt to read the books that were the sources of their television enjoyment." This was compelling enough for a CBS Vice President to call her and arrange for a TV monitor and VCR, which were bolted on a rolling cart and delivered to her library. In addition, a collection of video dramatizations of literary works was sent. Her letter to Santa was answered.

The Dewitt Wallace Reader's Digest Fund presented a grant of $3 million to the Board of Education for the purpose of enhancing 100 school libraries over a three-year period. The schools will provide the space and staff for the libraries, and the grant will fund necessary renovations, additional books, other materials and training for teachers, librarians and support staff. The program is called "Library Power," and The American Reading Council will administer the three-year project, with Helen M. Earles as Project Manager. Geraldine Clark, Director of School Library Services, indicated that "We feel that this is an exciting example of effective cooperation between the private and public sectors." This project will be evaluated by INTERFACE, a not-for-profit public interest group.

As a result of a proposal developed by Marion Bauman, Librarian at George Washington High School, the library received the *Grolier Electronic Encyclopedia*, a computer and a transparency maker. Chemical Bank contributed a grant to this school.

An elementary school in Brooklyn, P.S. 178, also has a corporate partner. McGraw-Hill Book Company has donated the following to the school library: computer software, books, two study carrels, a VCR and other equipment. The students will benefit enormously from this company's participation.

A review of the role of the corporate world in the school library makes it clear that there is need for continued participation by companies now in the program. In addition, other corporations should be encouraged to focus on school libraries, to enable them to maximize their services to children.

LET YOUR FINGERS DO THE SEARCHING: HOW ONLINE DATABASES SERVE BUSINESS INFORMATION NEEDS

By M. Lois Gauch, Director, Business Information Center,
Eastman Kodak Company, Rochester, NY

The wide range of questions presented to business librarians offers many challenges. While these librarians always have used a wide variety of information sources to answer questions, today there are many opportunities to increase greatly the sources of such information through online database searching.

Online databases came into existence during the 1970s and, in the beginning, seemed to be designed for the hard sciences and those disciplines where definitions were clear and factual. Business concepts were not well indexed and retrieval results were not always beneficial. Fortunately, online databases for business needs improved rapidly, and today business librarians make good use of these resources. Today they can access the world's business literature through the use of their fingers at a computer keyboard.

APPROACHES TO SEARCHING

One way in which online databases are used is to look for certain pieces of information to answer specific questions. A topic such as time management may generate a large amount of pertinent information. However, the question is relatively straightforward and can be answered easily with a single online search.

The other approach to online database searching is to look at a wide variety of sources. For example, in providing information to profile a corporation or an industry, one needs to begin broadly and gradually become more specific after seeing *what* is included, *how much* is included and *when* the information became available. Some of the topics that may be searched are: products; patents; technology; financial information; mergers, acquisitions or licensing arrangements; strategy and management trends; geographical locations; and directors and officers.

The search routine allows combination of these items in a variety of ways to bring together abstracts, factual data and full-text articles to support the company assessment being made. The same technique can be used to survey an industry, for example, the pharmaceutical market — or to analyze, for a training program, the elements of team leadership in the business environment.

WHAT ONLINE SEARCHING OFFERS

The purpose of this paper is not to present the techniques of searching, but rather to introduce the variety of information available. Any librarian who truly believes in the application of new technologies will turn to online databases. For special libraries, the potential benefits to library users make these database tools indispensable.

Special libraries are usually small, both in size of collection and in staff size. Consequently, subscribing to online database services increases the scope of information without adding space. A computer, a telephone modem and a printer are the only needed pieces of equipment.

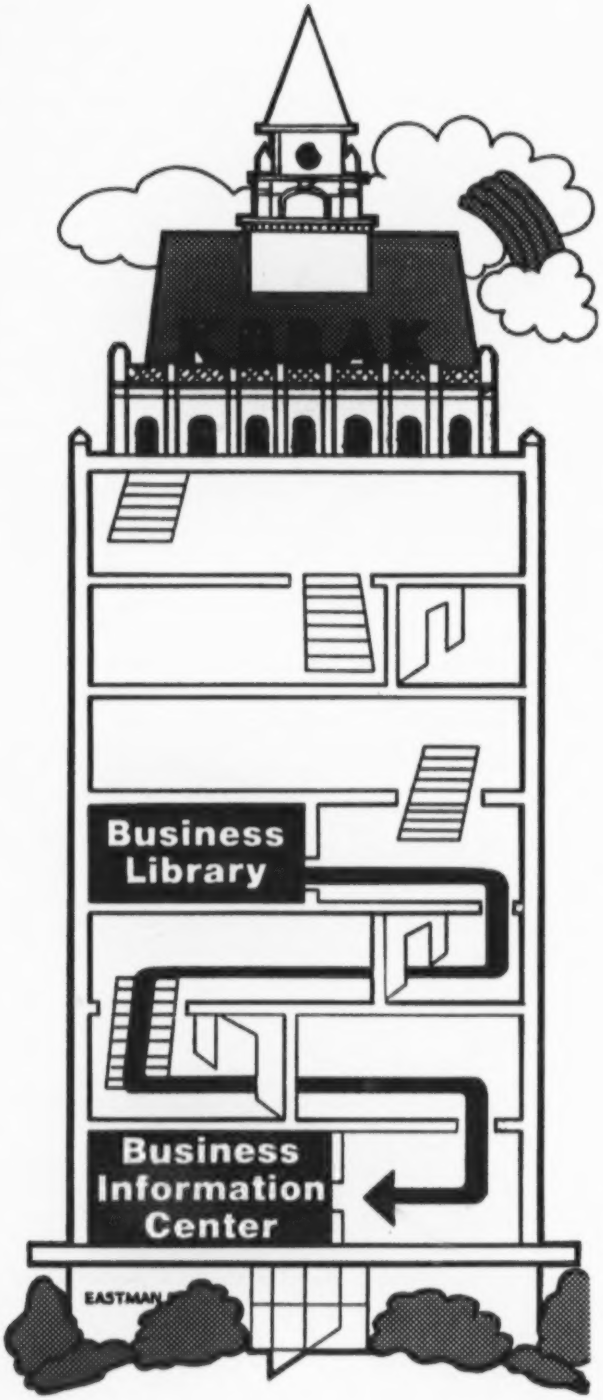
There are several database suppliers. The ones discussed here will be DIALOG Information Services, Inc., Dow Jones News/Retrieval and Mead Data Central, supplier of the NEXIS files. They offer similar information just as a library offers a number of books in the same classification section. Each has unique databases just as specific books cover, in a special way, certain types of information. As the searcher uses the databases for online searching, skills are developed in selection of the appropriate one for a particular question and in knowing when more than one should be searched.

COMPANY INFORMATION

Let us take the case of a library user who needs to make an assessment of a competitive company — a typical request in any business library. A number of areas need to be searched for information to make this corporate profile, specifically:

- Company identification
- History of the company
- Principal products or product lines
- Marketing techniques
- Manufacturing technologies
- Financial structure
- Executive biographies
- Strategies, future directions

Company identification may require knowing the correct spelling and may include headquarters address, subsidiaries, applicable standard industrial classification numbers, a list of officers and the number of employees. There are, of course, book sources



for this information, but it can be obtained easily from DIALOG using *Trinet Company Database*, the Dun & Bradstreet files or *Standard & Poors Corporate Descriptions*. In less than a few minutes this information can be available in a complete, well-defined format.

The history of the company may be obtained by using *INVESTEXT*, which is available on DIALOG and NEXIS. This database provides the complete text of financial research reports from over 50 of the leading research organizations. Usually, these reports discuss the management changes and the forecast for growth, as well as the sales and earnings, research and development and related data. To analyze a company, it is necessary to include statements on past performance, and the *INVESTEXT* database offers comprehensive information reflecting an opinion for investment purposes. Another database that offers a concise narrative description is *Moody's Corporate Profiles*, available from DIALOG. The information is similar to that found in the Moody's manuals. Special libraries are not always able to have a complete collection of these volumes, so access via the online service is of definite value.

PRODUCT INFORMATION

Finding information on products offers an opportunity to be creative in the selection of the database to use. New products are often introduced through *PR (Public Relations) NEWSWIRE*, which is available from NEXIS and DIALOG. *PTS New Product Announcements* focuses on new product descriptions including technical specifications, availability, uses, distribution channels, licensing agreements and prices. And even *Consumer Reports* is available online from 1982 to present. If you need to search for technical data or even to find other manufacturers of a product, it is sometimes useful to use the numerous technical databases. For example, a search on the subject batteries for camcorders could take you into five or six technical databases and produce information on competitive manufacturers with characteristics for specific applications.

MANUFACTURING ACTIVITIES

Engineering Index, which many librarians have long used, is online in the database *Compendex Plus*. This is a good source for locating manufacturing processes and for keeping informed of government reports relating to production. A range of scientific databases provides access to any published information on manufacturing activity.

MARKETING

"Marketing" is a broad term covering the process of getting the product and the buyer together. The databases from DIALOG, NEXIS and Dow Jones all have information from marketing facts to possible marketing strategy. Dow Jones gives not only stock quotes but also summaries of *The Wall Street Journal* articles and information transmitted over the Dow wires. Entry is by using the stock symbol of the company to find pertinent and timely information. *ABI INFORM* and *PTS Prompt* from DIALOG are some of the databases that have worthwhile abstracts of articles of benefit to searchers of marketing topics. NEXIS offers a number of ways to search for marketing data. Here the skill of the searcher is important because a question asked too broadly may yield much more than is needed. Although the results are plentiful, they may not answer the request.

INVESTMENT INFORMATION

DIALOG, Dow Jones and NEXIS all have financial information online. Because online databases are loaded regularly, their information is much more timely than that in the published sources. Libraries cannot afford real-time information, but delays in stock quotes from Dow Jones are only 15 minutes!

Disclosure Online Database is available from all three suppliers and covers information derived from reports filed with the U.S. Securities and Exchange Commission (SEC) by publicly owned companies. Current financial reports released from the companies are on databases from each of these suppliers, and their value when received this way is in the timeliness compared with waiting for printed material to be mailed. Reports on executives making news and on management changes are found in the current releases provided by all three of the suppliers. DIALOG has online the *Biography Master Index (BMI)*, which leads to biographical information found in more than 700 source publications. The records include the name of the biographee, dates of birth and death, and the citations to the sources of the information.

Strategies and future directions usually are part of the analysis process, but the various online databases make use of logic that cannot be done with a hand search through periodical indexes. For example, it is possible to combine terms such as leadership, product (i.e., batteries) and the name of a corporation being searched. Combining multiple words in a search through the printed resources available is difficult if not impossible.

ONLINE SEARCHING'S MANY BENEFITS

There never seems to be enough time to fulfill all the desired activities of a business library. Online databases offer faster service, even allowing for the preparation time necessary to interview the user and to structure the search. In less than an hour online, a tremendous amount of information can be produced, ranging from abstracts to full text to statistical data.

Online searching has added an important dimension to the services of the business library. The timeliness of the information, the ability to gain access to data sources too expensive to have in-house and the opportunity to provide comprehensive searches far exceeding the limits of the library collection are major benefits. Because computer access depends on words, the librarian becomes more skillful in interviewing, questioning and understanding the needs of the user. There is an interaction between user and librarian to develop the logic needed to retrieve the desired output from the search. Business librarians have always had to be creative in their approaches to locating information. Those skills are still used in on-line searching, but, instead of making telephone calls and hunting through pamphlets, annual reports, books, magazines and studies, business librarians can now let their fingers do the searching at the keyboard!

PLA EIC National Coordinating Office

Education Information Center Linkletter

Public Library Association, a division of the American Library Association
Education Information Project Supported by a grant from the W. K. Kellogg Foundation

The *EIC LINKLETTER* (ISSN 0895-8415) is a quarterly publication of the W. K. Kellogg Foundation's Public Library Association's Education Information Center (PLA/EIC) project grant. It began in 1988. Subscriptions are free on request, and back issues are available while supplies last. Ann Bladholm is the editor.

Four states, Michigan, Nebraska, Pennsylvania and Washington, have state project contacts and are covered more extensively in the contents, but projects in other states and related American Library Association activities are also included. Articles are short and "to-the-point" and include many illustrations. There is a column of resources for career education ranging from basic literacy to professional levels which are annotated and ordering information given. "Swap Shop Update" is another regular column. Articles are invited. Contact the editor at PLA Kellogg Project, 50 East Huron Street, Chicago, IL 60611.

THE NATIONAL TRANSLATIONS CENTER: GOVERNMENT MEETS BUSINESS AT THE LIBRARY OF CONGRESS

By Winston Tabb, Director for Research Services,
Library of Congress, Washington, DC

With the announcement on January 11, 1989 by the Library of Congress (LC) and the University of Chicago that LC has accepted the collections and other assets of the National Translations Center (NTC), a new era has begun that will result in closer cooperation among the government, industry and users of scientific and technical information in the effective procurement and use of English translations of foreign literature.

The NTC is a national depository and referral Center created to help users locate unpublished English translations of foreign-language literature in the natural, physical, medical and social sciences and technology. It is a cooperative service organization, primarily for the purpose of saving the government, businesses and individuals the cost of retranslating materials that have already been translated by other participating organizations. The Center defrays its expenses through fees for searching and copying.

In their joint announcement to members of the translations community, Librarian of Congress James H. Billington and University of Chicago Library Director Martin Runkle emphasized the value of the National Translations Center to the scientific and industrial community of the United States and assured the recipients that the essential services of the Center will remain intact. The Center currently is receiving translations and encourages past participants and other interested organizations to contact it. Information about the transfer and about procedures and new products has been distributed to all past depositors and NTC users.

NTC files contain information on the whereabouts of approximately one million translations, of which 400,000 full-text translations are held directly by the Center. In a cooperative effort, translations prepared by scientific and professional societies, governmental agencies, special libraries, industrial organizations, colleges, universities and other institutions in the United States are deposited in the Center. These translations were indexed and announced in *Translations Register-Index* from 1967 until 1986. Since then, they have been included in *World Translations Index*, which is produced by the International Translations Center located in Delft, the Netherlands, in cooperation with NTC. After announcement, copies of these translations are made available for purchase from NTC.

HISTORY OF THE TRANSFER, 1953-1989

The National Translations Center was formally organized in 1953 and located at the John Crerar Library in Chicago. From 1953 until 1968 it was under the auspices of the Special Libraries Association with support from the National Science Foundation (NSF). Then it became an independent department of the Crerar Library with NSF support continuing through 1973. It moved to the University of Chicago as part of a merger in 1984. Negotiations leading to the transfer to the Library of Congress began in October 1988.

> *NTC is taking full advantage of LC's broad base of reference and referral support to expand its services throughout government and the private sector.*

The importance of the work being done by the National Translations Center made it imperative to effect the transfer from Chicago to Washington as soon as possible. While this turned out to be not nearly so soon as had been desired, by the end of summer 1988 significant progress had been made:

- Agreement on all details of the transfer had been reached between the Library of Congress and the University of Chicago.
- The entire collection and most of the administrative records pertaining to it had been shipped to Washington and were being serviced by Library of Congress staff.
- Automated telephone coverage was set up and operating.
- Patrons and depositors had been notified of the new circumstances and encouraged to continue deposits.
- Computer equipment and software were delivered and installed. This permitted cataloging of new

acquisitions under the former system until a new and improved cataloging system was put in place.

Limited search and document delivery services resumed on May 15, 1989.

POLICIES CONCERNING INTEGRATION OF THE CENTER INTO LC

With its new location as an integral part of the Library of Congress, the NTC is taking full advantage of LC's broad base of reference and referral support to expand its services throughout government and the private sector, including individuals as well as businesses.

Integration of the NTC into overall Library of Congress activities and policies did, however, raise a number of questions regarding the impact of NTC activities on the Library and vice versa. These questions were resolved in the context of the following assumptions:

- Internal operations of the NTC would continue, in the first phase, as nearly unchanged as possible. The collection is managed by LC staff the same way it was managed by University of Chicago staff. Over time the automated aspects of the operation will be modernized; ultimately the cataloging activity will be enhanced to meet LC standards as nearly as practicable.
- Operation of the NTC as part of the Library of Congress would not replace or diminish current and long-standing LC services and practices.
- Access to the NTC would be greatly enhanced and supported by normal LC reference facilities and activities. Thus the NTC is developing a significant walk-in clientele in addition to its traditional clientele of largely mail-order or telephone-order users.
- The public would not have access to the stacks. The items in the NTC collection are not published materials. They are one-of-a-kind items, not unlike manuscripts. Public access would inevitably jeopardize the integrity of the collection as items might be removed and unaccounted for.
- The National Translations Center would not be funded by tax dollars. NTC operations would be funded from sales of translations and other products and services. The seed money provided by the Library of Congress is expected to be reimbursed from such receipts also.

TRANSLATION INDEXING AND ANNOUNCEMENT POLICY

How does NTC intend to reestablish a mechanism to assure complete and timely notification of patrons and depositors of the contents and availability of the growing collection?

The traditional way of doing this was to publish periodic indexes of the accessions. The International Translations Center (ITC) at Delft, The Netherlands, uses its publication, *World Translations Index*, for this purpose. In 1986, NTC entered into an agreement with ITC wherein NTC agreed to cease publishing its own indexes of holdings and acquisitions (*Translations Register-Index*). For a specified fee, NTC agreed to supply citations to its accessions in machine-readable form to ITC. ITC, in turn, would publish these citations in *World Translations Index*. In addition, ITC hoped to put its accessions and holdings online as a DIALOG database, thus assuring effective and timely dissemination of information about NTC translations as well as ITC acquisitions.

This agreement fell short of original expectations. ITC had expected to gain significant subscribers to *World Translations Index* from the list of U.S. subscribers to *Translations Register-Index*. This did not come about. Nor was *World Translations Index* placed online in DIALOG. As a result, ITC did not realize anticipated revenues from sale of its index, and NTC lost revenues from cessation of its own publications.

Discussions are continuing between NTC and ITC as to whether and under what terms this agreement, now expired, should be renewed. It is not possible as this is written in spring 1989 to predict exact results. However, NTC at the Library of Congress will resume publishing indexes to its holdings and is exploring information dissemination in other media to improve generally the access of American business to its services. Possible options under review include specialized bibliographies on current topics, automatic dissemination of full text according to a client's interest, and distribution of indexes in machine-readable form. None of these options, however, precludes inclusion of citations to NTC holdings in ITC's *World Translation Index*, or their inclusion in an online system such as DIALOG.

OTHER OPERATIONAL POLICIES

Several other operational policy questions received intensive study. These are unique to the integration of NTC activities into traditional Library of Congress service patterns. They concern the matter of the separate translations collection already in the Library of Congress and the service policies for the Center.

Should NTC limit its services just to the set of translations transferred from Chicago plus new items specifically deposited with NTC, or should it gradually enlarge NTC coverage to include translations in the various Library of Congress collections from other sources? The answer is that NTC will not encroach upon other existing Library operations. NTC is a fee-for-service, cost-recovery operation. Its presence in the Library of Congress will not remove or diminish existing free services or access to reference materials of the Library of Congress. Nor does the presence of NTC in LC mean free NTC services to Library of Congress patrons. The NTC should be thought of as a book store, or more precisely a document store, where copies of translations may be purchased. A brief examination of how Library vs. NTC collections are handled and the respective services based on these collections makes clear the reasons for this decision.

The NTC should be thought of as a book store, or more precisely a document store, where copies of translations may be purchased.

NTC collects one-of-a-kind, unpublished translations. Published translations, cover-to-cover translations, and the Federal government's Joint Publications Research Service (JPRS) items are collected by the Library of Congress for the public collections. The NTC does not collect in competition with the public collections. Therefore, to insure the continuity of traditional Library reference services, the public collections will not be merged with the restricted access collection of the NTC.

NTC offers highly specialized search and referral services within a limited universe for a fee, whereas the reading rooms offer free generalized assistance in a much broader universe to the researcher. Where the LC reading rooms deal primarily with researchers in person, the NTC deals primarily with remote customers by phone, mail or fax. Anyone seeking a copy of a translation held by NTC is obliged to pay the handling and duplication fees, whether in person or at a remote location.

Does LC instruct all service desks to direct any inquiries about translations to NTC, or does it permit the staff to provide some searching assistance?

The physical presence of NTC in the Library of Congress has not altered any public service. Members of the public conduct their own searches as before. If they wish to pay NTC to conduct a search for them, they are referred to the Center.

Should NTC limit its focus to translations in the fields of science and technology or should it include other subject fields?

LC THE LIBRARY OF CONGRESS

At present, the NTC collection and its acquisition program are overwhelmingly in the fields of science and technology. Other translations centers, such as one at the University of Texas, focus on the humanities. LC's general policy will be not to expand in areas covered by others.

COSTS OF PRODUCTS AND SERVICES

Given the mandate that the National Translations Center will operate on a cost-recovery basis, current operating plans provide for an initial fee structure, subject to revision once the NTC has adequate experience on which to calculate its actual costs. The objective, however, is to keep fees for these services as low as possible while improving service and recovering costs.

Copies of translations: Translations ordered by the NTC order number cost $35 per item prepaid. Prepayment can be in the form of check, money order or charge against a deposit account. This price includes copying, handling and first class postage within the United States, Canada and Mexico. The translations will be shipped within 24 hours of receipt of order, Monday through Friday, excluding holidays. The cost of any specialized service such as air shipment for other countries, express mail and electronic transmittal will be borne by the requester.

Searches of NTC Holdings and Files: If the NTC order number is not known, searches of NTC files will be performed for $10 per item requested. Automatic document supply upon successful completion of the search can be provided for an additional $35 per item. This search service can be performed when the author, title, journal title or other specific identifying information is known.

Extended Search Service: NTC offers an extended search and referral service not available in the reading rooms. Given the title (in a foreign language) of a journal article, document, standard, patent, etc., NTC will search its own collection and other appropriate resources, e.g., the NTC card catalog of over one million references to Canadian, Australian and British holdings, the LC collections of published translations, international translation databases, etc. The NTC search and referral services are comprehensive. The purpose is to determine whether the requester can buy a copy of an existing translation at a low price or must commission a translation at far greater cost. In other words, Federal agencies or businesses or individuals commission NTC to do a thorough search and report the findings. Should the translation be found in either the LC general collections or in the NTC collections, NTC will arrange for a copy to be made. Specific prices for the search service are available from the Center.

Credit for Translations Deposited: NTC translation depositors are eligible for searches at a reduced price when, in a calendar year, they have deposited 20 translations published in 1980 or later. With each subsequent deposit, the depositor will receive a coupon worth $5 that can be used when requesting searches by NTC.

PUBLIC-PRIVATE PARTNERSHIP: BLUEPRINT FOR THE FUTURE

NTC came into being through the cooperation of government and the private sector. Federal agencies and private corporations have jointly built the NTC collections. National Science Foundation grants provided the initial seed money, and the University of Chicago kept the activity going for many years. Now, the Library of Congress has confirmed the public commitment to the continuance and enhancement of this valuable resource.

Indeed, there are few areas of scientific endeavor in which the public and private sectors are not intimately intertwined. As the U.S. struggles to whittle down the huge annual trade deficit and recover its primacy in trade and industry, government and business have to work together more effectively than ever before.

What a nation or a company does in basic research will govern what it can do in practical applications for years to come.

What a nation or a company does in basic research will govern what it can do in practical applications for years to come. U.S. enterprises are struggling to keep abreast of developments in science and technology abroad. They have to know what their competition is doing now and what paths are being charted for the future. Armed with such knowledge and insight, the movers and shakers in private and public sectors in the U.S. can make the informed decisions so urgently needed. Timely access to translations of foreign scientific literature is essential to this vital process.

Thus a key role of the National Translations Center is to establish itself as an *active* broker of scientific information. NTC's goal is to become the universally recognized clearinghouse for information on science and technology translated into English. It plans to achieve this goal through a series of planned publications and an extensive outreach program to expand its holdings and to identify areas of science and technology not adequately covered in its collections.

In her foreword to the NTC *Consolidated Index of Translations into English, 1967-1984 (CITE II)*, published in April 1986, Ildiko D. Nowak, then Head of the National Translations Center, made the following points:

> Today's professional community is witnessing dramatic progress in science and technology throughout the world. As a great portion of modern research is carried out in non-English-speaking countries, almost 50 percent of the world's scientific and technical literature is published in foreign languages. Translations provide the only access to foreign language research. Millions of dollars are spent annually by government research facilities and the private sector to translate these papers. Duplication of effort can be extremely expensive and time-consuming. Moreover, unless these translations are made available and shared by the entire community, we are wasting a wealth of information and an important resource.

Truer words were never spoken.

With the establishment of NTC at the Library of Congress, a new era has begun. The Federal government will be helping to assure the optimum production, management and utilization of translations, so that businesses and researchers will have the information they need for optimum operation.

A CORE COLLECTION FOR A BUSINESS LIBRARY

By James J. Groark, Bibliographer and Reference Librarian,
State University of New York at Albany

The purpose of this article is to identify a core collection of materials for people conducting research in business. Although important sources of information are listed and described, the selection does not purport to be an extensive bibliography. It is my belief that a short list of carefully selected materials will be more functional than a vast list of references. Additionally, the reader will find suggestions that may prove helpful in conducting research in business.

Initially, I would like to offer the observation that people involved in business research frequently encounter frustration. I find that the source of this frustration is frequently either one of two situations. In the first, a source for the information is not readily available. By way of example, I recently assisted someone researching the water meter industry. When asked to clarify this topic, it became clear that the researcher was only interested in obtaining current information about the water meter industry in Japan. It became apparent that a conveniently packaged source of such information was not locatable using all available resources. Such a topic may be a legitimate one for a brokerage house report or a monograph; however, the topic is far too narrow to be published by most business publishers outside Japan. From a publisher's viewpoint the topic is not marketable. We can reduce the frustration of doing exhaustive searches without success by asking ourselves first whether it would be commercially feasible for a publisher to publish on such a topic.

The second instance of frequent frustration arises when researching a small or closely held company, simply because very little information may be available about it. This can be explained by understanding disclosure requirements. Because owners of small or closely held corporations do not sell stock publicly, they do not have to satisfy the disclosure requirements established by the Securities and Exchange Commission for companies that do sell publicly. Consequently, useful information is harder to obtain.

With this warning that business research is not always smooth sailing, I will now present a selective core collection of business materials. Recognizing the fact that small- and medium-size libraries cannot possibly purchase and maintain sizable business collections, I have emphasized finding aids, the rationale being that, if it is not always possible to deliver an immediate answer to a business inquiry, it may be possible to identify a source or suggest possible avenues that the researcher can pursue.

STANDARD INDUSTRIAL CLASSIFICATION SCHEME

Those responsible for acquiring and managing vast quantities of information typically attempt to organize it into classifications. Examples of such attempts to classify information are the Dewey Decimal Classification and the Library of Congress Classification utilized by many libraries.

The Standard Industrial Classification coding system (SIC) is a specific attempt to control the vast amounts of business information. It is a numeric code developed by the U.S. Office of Management and Budget to classify establishments by types of activity. The objectives of the scheme were to facilitate the collection, tabulation, presentation and analysis of information or data on industries. Familiarity with SIC numbers is an invaluable aid to doing research in business and economics. The Bureau of the Census arranges all its economic statistics using these numbers. Similarly, it is very common for corporate directories, market guides and periodical indexes to employ this classification scheme.

Although the SIC classification is a uniform way of describing products or services, these numbers also have been assigned to social phenomena such as absenteeism and alcoholism. Familiarity with periodical indexes that use the SIC arrangement can lead a researcher to unusual periodical articles. The citation for the most recent edition of this classification scheme is:

U.S. Office of Management and Budget, Executive Office of the President, *Standard Industrial Classification Manual*, Washington, DC, U.S. Government Printing Office, 1987.

Other convenient sources for obtaining SIC numbers include most corporate and industrial directories as well as *Predicasts F & S Index United States*, described at the end of this article.

GENERAL SOURCES OF BUSINESS INFORMATION

Bibliographies of business information that are highly recommended for a core collection are:

Daniels, Lorna M., *Business Information Sources*, Berkeley, University of California Press, 1985.

This is, without question, one of the most comprehensive guides to business literature. Originally intended to introduce the business students at Harvard University to the Baker Library, the guide in revised form is a rich source of information for all business researchers. In addition to providing basic reference sources, this guide with its extensive author and title index will assist the researcher in exploring unfamiliar areas of business.

Brownstone, David M. and Gorton Carruth, *Where to Find Business Information: A Worldwide Guide for Everyone Who Needs the Answers to Business Questions*, 2nd ed., New York, Wiley, 1982.

This guide consists of a descriptive list of more than 5,000 sources of business information written in English. It is worldwide in scope, with emphasis on current material, which explains the concentration on periodical literature and business services.

Encyclopedia of Business Information Services, Detroit, Gale Research Co., 1988.

Information in this guide is arranged by specific subject or topic. These subjects are further subdivided, providing particular information by publication types. For example, under the subject "macaroni," there are citations to directories, periodicals and newsletters, price sources, and trade and professional societies specific to the macaroni industry.

More frequently than not, researchers will encounter unfamiliar terms or phrases. To assist in interpreting new or unfamiliar business terms, a business dictionary will be of assistance. It should be noted that business dictionaries vary greatly. Although some can be very specific in scope such as a German dictionary of banking, a general dictionary of business terms will satisfy most requirements. However, newly coined expressions frequently take years to find their way into a standard dictionary. "Supply-side economics" is one such example. A versatile business dictionary is:

Rosenberg, Jerry M., *Dictionary of Business and Management*, 2nd ed., New York, Wiley, 1983.

This dictionary contains definitions for approximately 10,000 business and management terms, including abbreviations and acronyms.

INFORMATION ABOUT COMPANIES

People in the business world are constantly trying to gather or monitor information about others in their field. This is particularly true with regard to their competitors. Similarly, those conducting sales or marketing research must gather all the information they can about prospective customers. They want to know names, addresses, affiliations and the names of individuals holding positions of responsibility within other companies. Corporate directories can assist by providing a summary of this information, and there is no scarcity of directories. On the contrary, there are so many directories available that the following general reference work should be used to identify the most appropriate directory needed:

Directory of Directories, ed. by James M. Ethridge, Detroit, Gale Research Co. (biennial).

This directory thoroughly describes and indexes over 8,000 directories in a wide range of fields. Emphasis is placed on those directories that provide address information. It contains a subject index that uses 2,000 headings and cross-references.

Before searching for information about a particular company, it is important to determine initially whether the company being researched is a parent company, a division or a subsidiary of a larger company. Frequently, corporate information is found only under the name of the parent company. The following source should be included in the collection to help in determining the status of companies:

Directory of Corporate Affiliations, Skokie, IL, National Register Publishing Co. (annual).

Section one is a cross-reference index to companies, giving their divisions, subdivisions and foreign affiliates. Section two lists over 4,000 major U.S. parent companies, giving sales, number of employees, ticker (stock) symbols, officers and subdivisions. The information included is very similar in scope to other major directories.

To provide actual directory information every collection should include one of the following directories:

Dun's Marketing Services, *Million Dollar Directory*, Parsippany, NJ, 6 vols. (annual).

Volumes 1-3 provide an alphabetical list of more than 160,000 U.S. businesses. Each entry provides the address, telephone number, officers, major product(s) or service(s), SIC number(s), annual sales and number of employees. Volume 4 is an index by SIC number. Volume 5 arranges the corporate names geographically. Volume 6 is a list of the "Top 50,000" companies.

Standard and Poor's Register of Corporations, Directors and Executives, New York, Standard and Poor's Corporation, 3 vols. (annual).

Volume 1 is an alphabetical listing by corporate name of approximately 40,000 corporations. Each entry includes the address, corporate officers, telephone number, SIC number(s), subsidiaries and number of employees. Volume 2 is an alphabetical list of over 70,000 corporate officers and directors, providing official title and address. Volume 3 indexes each company's SIC number(s), business name and geographical area and also includes newly added names.

If it is determined that your clientele is researching manufacturers on a routine basis, consideration should be given to adding *Thomas' Register of American Manufacturers*, published annually by Thomas Publishing Company. Similarly, for the researcher needing regional information, the collection should include a state or regional industrial directory. These directories are currently published for almost every state and for many regions. The following is an example of an industrial directory for New York State:

MacRae's New York State Industrial Directory, New York, MacRae's Blue Book Inc. (annual).

The main section is an alphabetical listing of manufacturing firms, providing such information as address, corporate officers, telephone number and SIC number(s). The additional arrangement by SIC numbers provides a good list of competitors as well as a potential sales market for the state or region.

It should be noted that these directories frequently include companies that cannot be located in national directories. Similarly, it should be observed that, despite their titles, industrial directories occasionally include corporate information about nonmanufacturing firms. Editorial practices vary among publishers in this regard.

If the standard business directories have not been helpful in providing information about a particular company, the researcher will have to be creative in searching secondary sources. One should start by searching the corporate name in indexes to business periodicals or business newspapers. These indexes have relatively wide coverage and it is not unusual to find citations about a small or closely held company. Regional business newspapers should not be overlooked as a worthwhile source of corporate information. These newspapers can be found in most metropolitan areas. The typical limitation of regional business literature is the lack of current indexes, which makes retrospective searching more difficult.

Local newspapers that are general in nature can also be of help to the corporate researcher. Occasionally these newspapers will include a special insert listing local businesses. Librarians should be alert for these inserts. These special directories are usually published around the Christmas holiday. Typically, they list the local companies that regularly advertise in the newspaper. Nevertheless, they are a good source of information on small companies giving a short business history, corporate officers, and recent corporate activities.

DIRECTORIES OF ASSOCIATIONS

In 1835, Alexis DeTocqueville wrote *Democracy in America*. One of the phenomena that he found worth noting was the tendency of Americans to form associations. For the business researcher, associations provide a rich source of information about industries, trades and professions. The following two directories are suggested for inclusion in a core collection:

Encyclopedia of Associations, Detroit, MI, Gale Research Co., 4 vols. (annual).

The first volume (in three parts) is a comprehensive list of national organizations in the United States, covering areas such as business, agriculture, social matters, religion and education. It includes a keyword-in-context name index. Geographic and executive indexes are found in Volume 2.

National Trade and Professional Associations of the United States, Washington, DC, Columbia Books, Inc. (annual).

This directory lists about 6,000 national trade associations, labor unions, and professional, scientific and national associations. Each entry gives officers, membership, publications and meeting dates. It is indexed at the end by subject, geographic location and budget size.

INDUSTRY INFORMATION

Information gathered from associations can provide a starting point for industry research. Another source of current information is periodical indexes. In addition to general periodical indexes, it is suggested that medium-size libraries include a guide to "special issues" of industry and trade journals. Given the rising cost of journal literature, these special guides provide an economic alternative for identifying current sources of industry statistics and trade information. The following is a good example of these special guides:

Guide to Industry Special Issues, Cambridge, MA, Ballinger Publishing Co., 1984.

This guide to special issues of industry and trade journals contains references to over 6,900 articles in 1800 journals. Of the various indexes included, two are of particular value. The "Industry Index" provides an alphabetical list of 65 industries. For each industry, journals that have special issues are listed. Also, the "Statistics and Directory

Information Index" indexes articles by the statistics or lists contained in them.

As noted above, a good second source of industry information is representatives of the industry itself. With few exceptions, most industries have professional or trade associations to further the cause of their industry. Many such associations make available, for little or no charge, valuable information that is current and may not be available from other sources. It is worth repeating that the *Encyclopedia of Associations* lists information about the publications of most associations in the United States.

It is not unusual for people starting a new business to seek industry information from their local library. The following source will lead these entrepreneurs to helpful sources of information on small businesses:

Small Business Sourcebook, Detroit, Gale Research Co., 1983.

This book is arranged in two parts. The first section describes sources and services for 100 small businesses, including art galleries, cheese stores, pet shops and ski shops. It lists associations, trade journals, statistical sources, shows and franchises. The second part lists the types of organizations and publications of interest to small business owners.

The following two compilations provide current industry information in a convenient format:

Standard and Poor's Corporation, *Industry Surveys*, New York (updated quarterly and annually).

This is a source of basic information on 36 industries, with financial analysis of leading companies in each industry. Much of the information is taken from reports issued by the U.S. Department of Commerce.

U.S. Bureau of Industrial Economics, *U.S. Industrial Outlook*, Washington, DC, U.S. Government Printing Office (annual).

This is an excellent source of information on recent trends and outlooks for 250 industries. Among the industrial aspects discussed are current situations, markets, employment and prices. This is also one of the few sources that presents industry projections, and it is, therefore, frequently cited in commercially produced indexes. Acquisition of this source should be given priority over other sources that are intended to serve as compilations of industry information.

STATISTICAL SOURCES

The availability and utilization of pertinent statistical information are critical to making informed business decisions. The following sources are needed to provide basic statistical coverage:

Handbook of Basic Economic Statistics, Economic Statistics Bureau of Washington, DC (annual, with monthly supplements through March 1988).

This handbook is arranged in two sections. The first provides information on significant movements of basic economic indicators. The second presents current statistical data for specific areas of industry, commerce, labor and agriculture.

Statistics Sources, 12th ed., Detroit, MI, Gale Research Co., 2 vols., 1989.

Arranged alphabetically by subject or product, this is a finding guide to statistical sources on industry, business, and social, educational and financial topics. Emphasis is on statistical sources published by governmental agencies.

U.S. Bureau of the Census, *Statistical Abstract of the United States*, Washington, DC, U.S. Government Printing Office (annual).

A comprehensive compilation of industrial, social, political and economic statistics for the U.S. The notes on sources for these summarized statistics can serve as a useful index to the government publications abstracted in this reference book.

U.S. Bureau of Economic Analysis, *Business Conditions Digest*, U.S. Government Printing Office (monthly).

This work provides a monthly view of many of the economic time series most useful to business analysts, economists and forecasters.

U.S. Bureau of Economic Analysis, *Survey of Current Business*, Washington, DC, U.S. Government Printing Office (monthly).

This is, without a doubt, the most important single source for current United States business statistics. In addition to the regularly quoted business statistics, special statistical reports and articles are featured. Articles appearing in this survey are indexed in the *Business Periodicals Index*, described in the last section.

American Statistics Index (ASI), Washington, DC, Congressional Information Service (monthly, with quarterly and annual cumulations).

If space and budget permit, serious consideration should be given to acquiring *ASI*. This is especially true if a pattern of reliance on United States government documents is established. *ASI* aims to serve as a guide to statistics published by all government agencies and Congressional committees. (A microfiche collection of the documents indexed by *ASI* can be purchased from the publisher.)

BUSINESS RATIOS

Ratio analysis examines the relationship of numerical values found in financial statements. These relationships are expressed as percentages or as ratios and can be used to compare the performance of one company with that of others of similar size. Different ratios can be used. There are ratios to determine liquidity, leverage, profitability and activity. Analysis by means of financial ratios can be more meaningful when comparison is made between specific ratios in successive years.

Because industries have different characteristics, ratios in one industry will differ from those of another line of business. Therefore, compilations of typical ratios for various industries are available. For introductory information about business ratios and analysis the researcher should be directed to any handbook of accounting.

One of the following should be selected as a source for locating financial ratios:

Dun and Bradstreet, *Key Business Ratios*, New York, Dun's Business Service (annual)

Includes financial ratios for over 100 lines of businesses. This source gives balance-sheet and profit-and-loss ratios for firms with a net worth in excess of $100,000.

Robert Morris Associates, *Annual Statement Studies*, Philadelphia, Robert Morris Associates (annual)

This contains financial and operating ratios for over 300 lines of business. Balance sheets and profit-and-loss composites are provided, with ratios grouped by company size.

Troy, Leo, *Almanac of Business and Industrial Financial Ratios*, Englewood Cliffs, NJ, Prentice-Hall (annual)

This provides financial and operating ratios for about 160 industries. Each industry is subdivided by asset size, with ratios provided for these divisions.

PERIODICAL AND NEWSPAPER INDEXES

Periodicals are heavily relied on by people wanting to remain current with those events that influence commercial enterprises. It is difficult, however, to suggest a core collection of periodicals. The task is difficult because a functional periodical collection can only be established with knowledge of the specific clientele served by the library. Additionally, because of the cost involved in maintaining any periodical collection, any suggested core collection should be evaluated by the potential user with great care. Nevertheless, there are a few general business periodicals that can withstand this scrutiny and would be worthy of inclusion in most medium-size libraries. These include:

Barrons, New York, Dow Jones & Co. (weekly)

Business Week, New York, McGraw-Hill

Dun's Business Month, New York, Dun & Bradstreet (monthly)

Forbes, New York, Forbes, Inc. (biweekly)

Fortune, New York, Time Inc. (biweekly)

Industry Week, Cleveland, Ohio, Penton Publishing Co. (biweekly)

Nation's Business, Washington, DC, Chamber of Commerce of the United States (monthly)

The individual managing the business collection should be alert to identify special features or special reports that appear in these journals on a recurring basis. The following indexes will provide additional access to these journals.

Business Index, Menlo Park, CA, Information Access Co. (semi-annual cumulations)

This monthly microfilm reel indexes 460 business journals, *The Wall Street Journal*, *Barrons*, the financial section of *The New York Times* and business information from over 1,000 general and legal periodicals. It is an excellent source of business information. Compared to printed indexes, this reference work is by far one of the most current.

Business Periodicals Index (BPI). New York. H.W. Wilson Co. (monthly, with periodic cumulations)

This index lists journal articles by subject and company name. Arrangement is alphabetical with subject headings and company names interfiled. The citations included are not as current as in *Business Index* listed above.

Predicasts F & S Index United States, Cleveland, Predicasts (weekly, with monthly and annual cumulations)

This work indexes articles on companies that have appeared in selected financial publications, business newspapers, trade magazines, and special reports. Section 1 is an index to articles on products and industries arranged by SIC number. Section II indexes articles on corporations by corporate name. The first pages of this index comprise a handy list of SIC numbers.

This concludes my core collection list. Although intended for the librarian serving the business community, this list might function also as a search guide for the library user. The finding aids to the literature described here could be utilized by either category of user to find additional worthwhile publications.

MEETING BUSINESS INFORMATION NEEDS IN 1999

By Daniel B. Walsh, President,
The Business Council of New York State, Inc., Albany, NY

"Knowledge is power," the English philosopher Francis Bacon wrote four centuries ago. Now, as we prepare to enter a new millennium, that adage rings truer than ever.

Business executives understand the power of knowledge. Entire industries, employing thousands of workers and producing billions of dollars for the economy, are built around companies' and individuals' needs for information. Businesses that are involved in manufacturing, services, agriculture — indeed, any activity — need to be well informed to preserve their market position and to grow.

As the storehouses of knowledge, libraries have a major role to play in helping businesses gain the information they need. This role is likely to grow even more demanding as companies' needs for information become more acute and more specialized. How will the libraries of 1999 cope?

NEW AND BETTER SERVICES

One answer is new and better services. But like businesses that must offset increased costs with higher revenues, libraries must balance expenditures for increased services by raising more revenues or reducing other costs — especially in an era when funding is tight. One step that would meet both needs is to investigate services that could be provided on a fee basis. Many businesses and individuals, for example, rent time on computerized databases to obtain news, perform research and communicate with other computer users. Libraries, which are increasingly computerized, could establish their own databases of reference material and allow users to tap in via computer. As with for-profit data banks, libraries could charge users a reasonable fee for this special service. Businesses and other customers would have access to a new source of information, and libraries would have a new source of funding. The tradition of free service to all is a valuable one, but if reasonable fees for new services mean access to information that would otherwise remain hidden, the principle of wide dispersal of knowledge may be even more important.

The
Business Council
of New York State, Inc.

CORPORATE FELLOWSHIPS

Both libraries and clients would also benefit from a concept we could call corporate fellowships. Under such a program, corporations could send research staff to work in the library for a period of a week or a month. The library would benefit by having an extra research expert to share the workload, and the company would gain thorough familiarity with the research capabilities offered by the library.

GLOBAL INFORMATION

A growing need for many corporations is better understanding of markets and lifestyles in other countries. If the change to an information economy is one major trend as we enter the 1990s, for many companies an even more significant development is that of the world marketplace. More and more, businesses in New York find their customers and competition not in other states but across the oceans. It's crucial, then, that corporate managers be able to obtain up-to-date information about economic, social and political trends around the world. Libraries can help by adding international periodicals, stocking the best books from other nations, and giving more attention to U.S. publications that explain current affairs in countries around the globe. In addition to providing a useful service to business, this approach would help schoolchildren better prepare for a working world that is increasingly affected by decisions made in Tokyo, Brussels and Moscow.

MORE THAN ABSTRACT KNOWLEDGE

Libraries have long served as centers for more than abstract knowledge. Many, for example, provide employment centers where companies with job openings can be matched with men and women who need work. As the end of the baby boom creates labor shortages in many areas, this effort will become more important to both business and workers.

A CONTINUING EDUCATIONAL ROLE

Like schools, their cousins in education, libraries are called upon to do many jobs: loan books and magazines, host community events and provide enriching children's activities. With all these increasing demands, we must not lose sight of the library's central function: helping individuals of all ages and backgrounds stay educated and informed. If there is one cause business has championed in recent years, it is the need to produce educated leaders for the next generation. A strong general education, nourished by a healthy interest in reading, will always be a necessity for youngsters who want to succeed. As we approach 1999 — just as in 1899 and 1799 — libraries must be among the leaders providing that foundation.

COMING IN *THE BOOKMARK*

The next issue of *The Bookmark* will focus on dimensions of the commitment libraries have to intellectual freedom and free access to information. The topic is particularly timely because 1989 marks the 20th anniversary of the Freedom to Read Foundation and because libraries in New York State are responding vigorously to challenges to that freedom. The issue will be edited by Gerald Shields, Assistant Dean of the School of Library and Information Science at the State University of New York at Buffalo. The Spring 1989 issue will be devoted to Subject Access to Information and will be edited by Neal Kaske and Peter J. Paulson.

RECENT ISSUES

Fall 1988	Serving Business in an Information Economy
Summer 1988	Outreach Services
Spring 1988	Youth Services
Winter 1988	Libraries and Technology
Fall 1987	Bibliographic Instruction
Summer 1987	The Public Library Trustee and Changing Community Needs
Spring 1987	Conservation/Preservation
Winter 1987	The New York State Library and Libraries in New York State
Fall 1986	College and University Libraries
Summer 1986	Government Information
Spring 1986	School Libraries
Winter 1986	Institution Library Service
Fall 1985	Health Sciences Libraries
Summer 1985	Literacy and Libraries
Spring 1985	Young Adult Library Services
Winter 1985	Outreach Library Services
Fall 1984	Children's Library Service
Summer 1984	Microcomputers in Libraries
Spring 1984	The Regents and Library Service
Winter 1984	Library Service to the Aging
Fall 1983	Films and Video in Libraries
Summer 1983	Continuing Library Education
Spring 1983	New York State Agency Libraries
Winter 1983	Reference and INformation Services
Fall 1982	Collection Development in Libraries
Summer 1982	Collective Bargaining in Libraries
Spring 1982	Libraries and Adult Learners
Winter 1982	Profiles of NYSILL Referral Libraries
Fall 1981	Library Service to the Disabled
Summer 1981	AACR2 and New York Libraries
Spring 1981	Small Press and Libraries
Winter 1981	Archives

The New York State Library is a primary repository for publications pertaining to the history and development of New York State and would appreciate notification from librarians, authors and historical societies of publications available by purchase or gift. Correspondence should be directed to: Humanities Reference Service, New York State Library, Cultural Education Center, Albany, NY 12230

All articles in *The Bookmark* are published on the authority of the authors. They do not necessarily reflect the opinion of the editor or the policy of the State Education Department.

Reproduction of articles from *The Bookmark* for educational use, with appropriate attribution of source, is permitted, except that permission to reproduce copyrighted articles must be obtained from the copyright holder identified on the first page of the article.